

Chemist & Druggist

5 May 1973 THE NEWSWEEKLY FOR PHARMACY



The one anti-perspirant that knows its market.

Body Mist—the Number One Brand in anti-perspirants—is going to dominate the women's market this year with a massive £¼ million advertising campaign.

Starting May through to September, 18¼ million women will see Body Mist full-page colour ads week after week in all the big circulation women's magazines. And that's not all. There's a 50% Extra Free special pack offer, too.

Just remember—Body Mist is the one anti-perspirant every woman wants.

**That's why more women use Body Mist
than any other anti-perspirant spray.**



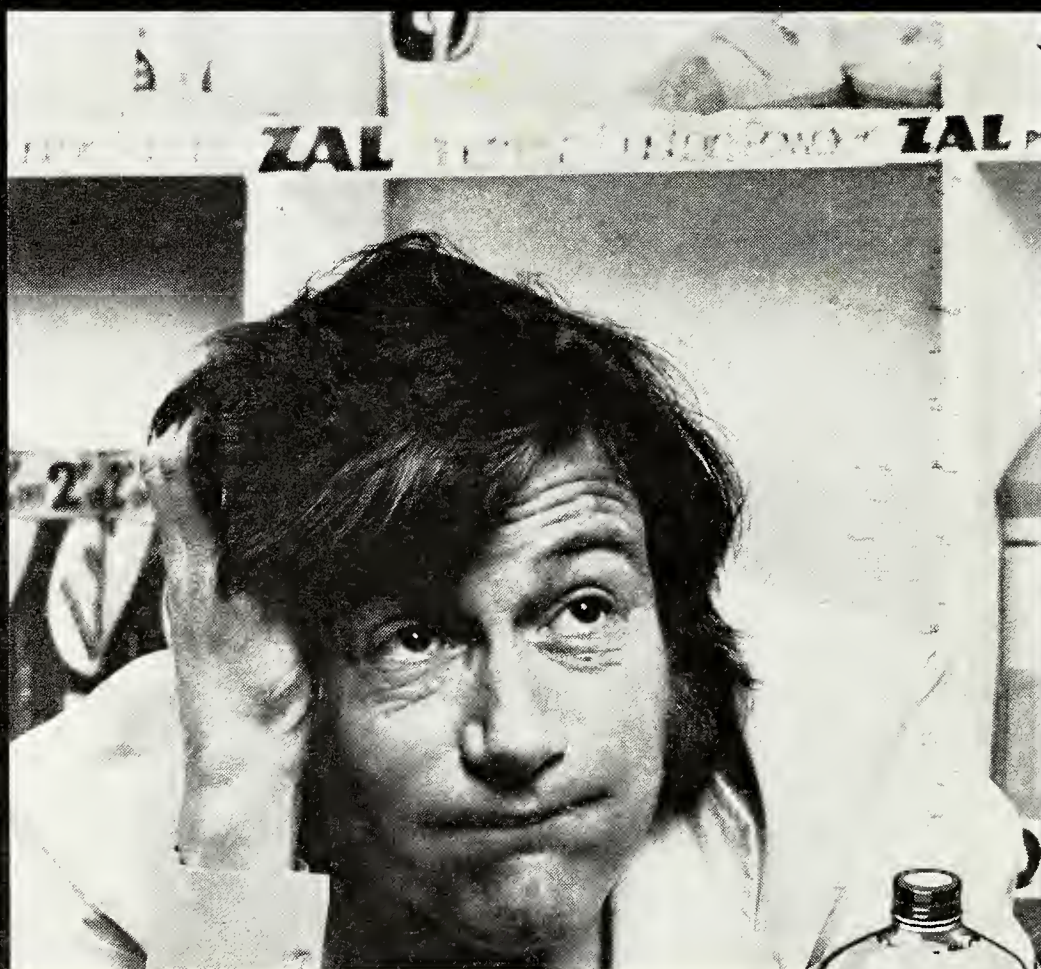
**J. C. Hanbury
to retire**

**Cyanamid's
fifty years**

**Presentations
to J. Wright**

**Crookes-
Anestan
merchandising
supplement**

We did warn you to watch out for Mum's Army



You probably just about survived
the first assault wave.

With millions of mums over-
running your defences.

Demanding Zal Disinfectant.

Carrying off Izal Bath Cleaner.

Commandeering your stocks of
Delafine Bath Salts.

And looting your Thawpit and
Pinefresh Dustbin Powder supplies.

That was just a start.

The campaign for Izal Products
is only just getting into its stride.

Moving Mum's Army
into action.

Year-long action with
tactical strikes all along
the home front.

There's still time to dig
yourself in. But be sure
you've requisitioned
ample reserves of
ammunition.

Just pass the word
and we'll send
full reinforcements.



The newsworthy for pharmacy
5 May 1973 Vol. 199 No. 4859
 114th year of publication

Contents

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Contents ©

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Official organ of the Pharmaceutical Society of
 Ireland and of the Pharmaceutical Society of
 Northern Ireland

| | |
|--|-----|
| Five-week dispensing costs inquiry begins | 561 |
| Chemical and dyestuffs traders' jubilee | 562 |
| The Xrayser column: The student | 563 |
| Stafford-Miller open new factory | 564 |
| Heinz repack and extend baby foods range | 568 |
| "Time to update the pharmacy image" | 575 |
| Comment <input type="checkbox"/> Fulfilling a need | 577 |
| <input type="checkbox"/> Prices—stage two | 577 |
| Travel sickness remedies: chemists' own market | 579 |
| J. Wright's 25 years of service to NPU | 580 |
| The "phase two" prices code for distributors | 580 |
| NI Council agrees to retention fee increase | 581 |
| Cyanamid's double celebration | 582 |

| | | | |
|------------------|-----|---------------------------|-----|
| Appointments | 563 | News in Brief | 562 |
| Business Briefly | 564 | New Products | 565 |
| Coming Events | 583 | On TV Next Week | 567 |
| Company News | 564 | Postscripts | 579 |
| Deaths | 563 | Promotions | 567 |
| Letters | 583 | Trade News | 567 |
| Market News | 583 | Classified Advertisements | 584 |

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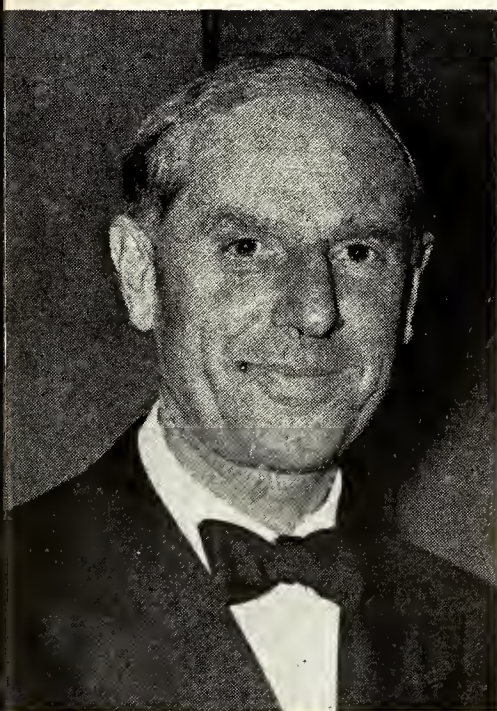
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Mr J. C. Hanbury is to retire after 40
 years with his company (see p561)

Subscription Home and Overseas £8 pa
 £0.30 per copy (including postage)

**Member Audit Bureau
 of Circulations**



Unique aerosol first aid

**Cools
soothes
and heals
minor burns
and scalds
*it really works***

Burneze is being promoted in the Sunday People, News of the World, Sun, Family Circle and Living, Woman and Home, Woman's Weekly.
Potter & Clarke Ltd.

Now available in an individual window pack



Five-week dispensing costs inquiry begins

Arrangements for a further full scale inquiry into the cost of providing the pharmaceutical service are now almost complete according to the Central NHS (Chemist Contractors) Committee. The inquiry will take place during the five weeks period commencing 7 May.

As in the 1969 inquiry, the services of trained "on the spot" observers will be used to establish the proportion of time spent on dispensing.

The first stage—to establish labour costs—will take place in May and June and will be immediately followed by the second stage which involves the study of other operating costs.

Each pharmacist in the sample will be asked to allow the observers to be in his pharmacy for one day only. They will observe and record the work done on that day.

Initially, each pharmacist in the sample will be asked to provide information on a questionnaire supplied relating to ownership, premises and staff employed. He will also be asked to authorise his accountant to supply a copy of the latest annual accounts and supporting data as required to establish the current level of overheads costs in pharmacies. The Central Committee will pay accountant's fees and will also make an *ex gratia* payment of £7.50 to each chemist-contractor in recognition of his co-operation.

Food additives: two reviews

The Food Additives and Contaminants Committee is to review additives used as ingredients in the preparation of food intended for human consumption that are not at present the subject of control by specific regulations under the Food and Drugs Acts or of proposals for regulations. When the review has been completed, regulations will be made to require prior approval before any additive not specifically exempted from control is used as an ingredient in the preparation of food.

The Committee has also been asked to review additives used in foods which claim to be specially prepared for babies and young children and to advise on the additives that should be permitted.

Representations on either review should be sent to the Secretary, Food Additives and Contaminants Committee, Room 469, Great Westminster House, Horseferry Road, London, SW1P 2AE, to arrive not later than August 31.

Proposals have been issued for regulations under the Food and Drugs Act to introduce a permitted list of food additives belonging to the following classes: acids, anti-caking agents, anti-foaming agents, bases, buffers, firming agents, glazing agents, humectants, liquid freezants,

packaging gas, propellants and sequestrants. Specifications of purity are also proposed. Copies of the proposals may be obtained from the above address.

IPM to visit Belgium

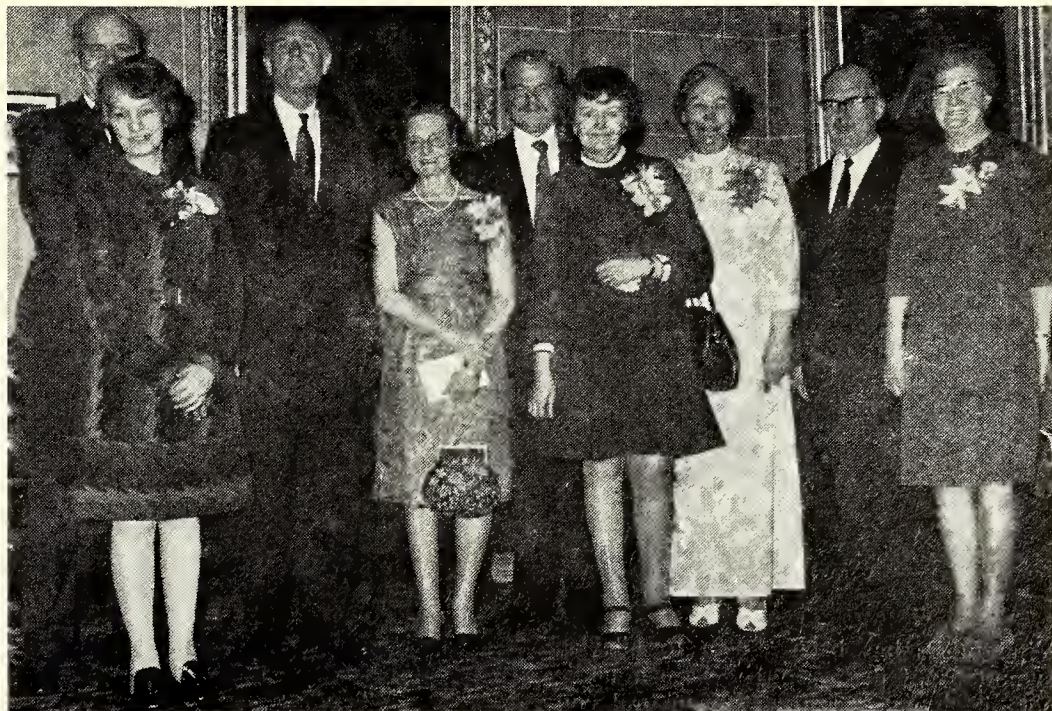
The Institute of Pharmacy Management's next work-study conference will be held in Belgium in October. The provisional plans were disclosed at a reception for members held in London this week by Mr H. W. Toms (director of the Institute). Speakers, he said, were expected to deal with pharmaceutical developments in France, Germany and Italy. Travel would be by coach and sea to Ostend, Antwerp and Brussels. Cost for early bookers about £35.

John Hanbury completes 40 years with A & H

The Allen & Hanburys Veterans dinner is always an important event each year for long-service members of the company. Those completing 25 years' service attend for the first time and those completing 40 years receive a present of their choice from the company chairman.

This year was additionally important in that their chairman, Mr J. C. Hanbury and Mrs Hanbury were guests of honour because Mr Hanbury was one of six personnel completing 40 years.

On this occasion the chair was occupied by Mr R. D. Smart (deputy chairman, A&H) who said it would be "difficult for Mr Hanbury to dart round the table and make a presentation to himself".



Mr J. C. Hanbury (second from left) and Mrs Hanbury with other A. & H. "veterans" and Mr M. J. Smith, managing director (second from right)

In his reply Mr Hanbury revealed that he would be retiring this year.

Dr S. Stanley (industrial medical officer, A & H) in proposing the toast to the company referred to the pleasure it had given the staff to learn of receiving the Queen's Award to Industry this year. It was especially gratifying since it was received for technical innovation and it was the first to be gained by any part of the Glaxo group for that reason.

Roche hold their first Press conference

Roche Products contributed £5m last year to the parent company's overall research programme while over £12m had been invested in Britain by the Group over the last few years. These facts were mentioned at a news conference, the first in their history, in Basle, Switzerland, on Friday by Dr A. Jann, chairman of the board and president of Hoffmann-La Roche. The conference was originally called to give him an opportunity to answer questions and the invitation said he would not make a prepared statement on the Valium and Librium dispute with the British Government over prices.

In the event he read an hour-long prepared speech before inviting questions.

The reduced prices operating since Easter would have "grave financial repercussions on the British subsidiary . . . if we have to work at a loss in Britain this is something we cannot do in the long run . . . and this we will not do".

Benzodiazepines: 'Crown' purchase refused

Sir Keith Joseph, Secretary for Social Services, refused in the Commons on Tuesday to exercise his prerogative to buy benzodiazepine derivatives "as a service for the Crown" on behalf of hospitals and general practitioners in the NHS.

He told Mr Laurie Pavitt that he was satisfied that appropriate action was being taken on the recent report of the Monopolies Commission.

Chemical and dyestuffs traders' jubilee

In his report to the 50th annual meeting of the British Chemical and Dyestuffs Traders' Association the chairman, Mr R. A. Pargeter, said the Association had been kept increasingly busy on the varied questions from members on EEC matters. During the year the Association had joined the Federation Européenne du Commerce Chimique—a consortium of similar associations from 8 Continental countries.

The year under review had not been an easy one, either from a national or from the Association's point of view. The country continued to be bedevilled with industrial unrest, unemployment, and inflation. "These, coupled with Government measures designed to control them, such as the Wage and Price Freeze legislation, and quite new situations like the floating of the £ arising from the international monetary crisis, our entry into Europe and the introduction of VAT, have presented members with many unique and complex problems," he added.

Guests attending the golden jubilee luncheon last week at which the principal guest was Sir Donald Kaberry, MP, received a commemorative booklet "Fifty years of service to chemical traders" giving as its title suggests, the history of the Association. (Comment p577.)

'Institutional pharmacy' a US impression of 2072

All pharmacists will be involved in institutional practice by the year 2072—that is the prediction for US pharmacy practice made by Dr G. Sonnedeker in the *Journal of the American Pharmaceutical Association*.

Dr Sonnedeker postulates that pharmacists previously employed in retail practice will gradually withdraw or amalgamate with health centres and that "flying pharmacies" will serve the remaining rural areas.

He foresees a growth in clinical pharmacology, and pharmacy reaching out into all areas related to medicinal supply and therapeutics, eg monitoring blood levels, formulating and monitoring the regimen to inhibit antibody reactions after tissue grafts and controlling the drug depot implanted in a patient.

The pharmacist would be backed up with a computer for stock control and information retrieval in therapeutics.

Vitamin B₆ helps depression after oral contraceptives

Vitamin B₆ has been shown to alleviate symptoms of depression in women taking combined oestrogen-progestogen oral contraceptives.

Investigators at the Alexander Simpson

laboratory for metabolic research, St. Mary's Hospital Medical School, London W2, reported in last week's *Lancet* that pyridoxine hydrochloride 20mg twice daily for two months improved the condition of 11 depressed women who showed biochemical evidence of an absolute deficiency of vitamin B₆. A further 11 women whose symptoms were also attributed to the use of oral contraceptives did not show vitamin B₆ deficiency and the pyridoxine was without apparent effect.

The authors suggest that depression following oral contraceptive use may be caused by reduced formation of 5-hydroxytryptamine in the brain resulting from changes in tryptophan metabolism. They consider that the beneficial effect of pyridoxine in the first group of women was due mainly to increased activity of the enzyme necessary for conversion of 5-hydroxytryptophan to 5-hydroxytryptamine.

Retail export scheme changes

Overseas visitors to the United Kingdom wishing to make tax-free purchases under the Personal Export Scheme will in future not be able to have the goods consigned to UK airports due to physical difficulty in receiving and storing packages and calling them forward at the time of the passenger's departure.

This means that such passengers will in practice be restricted to the over-the-counter schemes or to direct exportation. The Personal Export Scheme remains available to passengers departing by sea.

'Madribon' misread as 'Moditen'—£50 fine

Mis-interpretation of a badly-written prescription led to a London chemist being cautioned and £50 withheld from their remuneration.

After some deliberation, the prescription, for Madribon, was deciphered as Moditen and dispensed for the child patient. An oculo-gyric crisis—an idiosyncratic reaction—resulted and the child was admitted to hospital.

A party to celebrate the first issue of *Shape* (formerly *101 Ways to Slim*) was held recently. The publication is associated with the Society of Serious Slimmers, the slimming groups sponsored by Ayds. Left to right: Patricia Davy, Society of Serious Slimmers, Joyce Finch, Editor, *Shape*, Desmond Bevin, director, *Cuticura*/Ayds and Anthony Jollye, marketing director, New English Library, who publish the magazine via Gresham Publishing Ltd.



News in brief

□ Parents of Irish thalidomide children are planning to sue the West German government, the German manufacturers and the Irish distributors, T. F. Whelehan, for alleged negligence.

□ The Home Secretary has restored the authority of Dr Charles William John Hunt of 4 Pelham Street, South Kensington, London SW7, to possess, supply and prescribe dangerous drugs.

□ A window display competition organised by André Philippe Ltd has been won by R. V. Campbell, MPS, Belfast Road, Bangor, co Down, Northern Ireland. An overseas entrant, Iwao & Co Ltd, Tokyo, took the fourth prize.

□ The British Standards Institution, 2 Park Street, London W1, are circulating draft common names for pesticides with a view to their adoption as international and British standard common names. They are bifenox and carbendazim.

□ The 1973 Calendar of the Pharmaceutical Society of Ireland is now available from the Registrar, 18 Shrewsbury Road, Ballsbridge, Dublin 4 (price £0.79 including postage). It includes professional lists corrected to December 31, 1972.

□ Conditions under which animal feeding-stuffs containing bacitracin methylene disalicylate may be sold or supplied without veterinary prescription are set out in new Therapeutic Substances Act Regulations (SI 1973:640). The compound is now permitted for use in feedingstuffs for non-laying poultry and pork pigs.

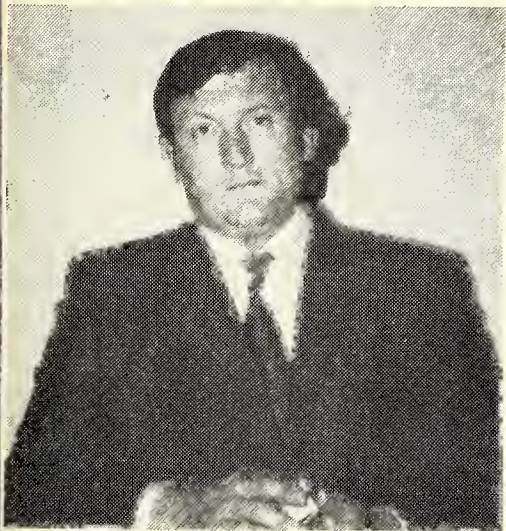
□ Recommendations that warnings not to exceed the stated dose should be put on medicine bottles and that medicine spoon marks should be made to indicate half a teaspoonful were made by a Leeds jury at the inquest on a baby girl who died from an overdose of Trichloral syrup. The recommendations are being sent to the local branch of the Pharmaceutical Society.

Appointments

Smith & Nephew (Ireland): Dennis Wilkinson, marketing director of Lilia-White (Sales) Ltd, has been appointed managing director of Smith & Nephew-Southalls (Ireland) Ltd and Smith & Nephew (Ireland) Ltd. These two companies are responsible for the range of Smith & Nephew products manufactured in Ireland.

Shulton (Great Britain) Ltd have appointed Mr F. Edwards their deputy managing director. He has been with the company for over 13 years latterly as sales director. Mr Edwards replaces Mr A. C. Rix who has left the company. Mr I. A. Forsyth is appointed director of marketing.

Bell & Howell Ltd: D. M. Coupe and D. A. Robertson have been elected to the board of Bell & Howell A-V Ltd, the UK marketing company in the A-V and consumer division of Bell & Howell Ltd.



Mr B. McElroy, MPS, recently appointed joint managing director of R. Weston Chemists Ltd and a director of the holding company, Weston Pharmaceuticals Ltd

Deaths

Daykin: On April 27, Mr George Shaw Daykin, MPS, 9 Nether Edge Road, Sheffield 7. Mr Daykin was a widower and his only son, Mr Robert Daykin is managing director of Smith & Hill (Chemists) Ltd, wholesale chemists. Daykin qualified in 1913.

Lilley: On April 22, Mr William Alfred Lilley, MPSNI, 16 Glencreagh Road, Belfast 8. Mr Lilley qualified in England and moved to Northern Ireland as representative for Southall Bros & Barclay. He registered with the Pharmaceutical Society of Northern Ireland in 1951. At the time of his death, he was agent for Henleys of

Topical reflections

BY XRAYSER

The student

It is some years since I attended a meeting of the British Pharmaceutical Students' Association, and I would hasten to add that I did not attend as a member. There was no organisation of the kind when I was a student myself, though opportunities were not lacking in meeting members and aspiring members of the Pharmaceutical Society.

Within weeks of starting out on the long road to qualification I sent two guineas—not out of my earnings—to Bloomsbury Square and received in return a piece of paper which stated that I had been registered as an apprentice or student. (I was in fact both.) Thus early I had a feeling of belonging—a link, somewhat tenuous maybe, but made the stronger by the fact that I now had a financial stake in the Pharmaceutical Society of Great Britain.

I am not suggesting that the Pharmaceutical Society was immediately aware of my accession, but the mere act of registration at a very early age formed a bond which has remained ever since and become stronger with the years. From the date of registration as a student the Society acted in a sense *in loco parentis*, opening its strong room again at a later date to accept examination fees, and thereafter I have, in a modest way, continued to gladden the hearts of successive treasurers at annual intervals.

But the introduction of the university course and the abrogation of the Society's role as an examining body has severed the direct contact which was so valuable, and I feel that nothing but good could come of an effort to bring students once more into a recognisable relationship with the professional organisation. I shall watch the outcome of the Bradford resolution on the subject with interest. I can hardly imagine that it will not secure strong support at the Branch Representatives meeting in May.

The bookshelf

Your correspondent's references to earlier editions of the C&D publications, *Chemists' Windows* and *The Art of Dispensing* inevitably brought back memories, though my recollections do not extend quite so far as his.

There are few "windows" left of the kind mentioned in the book. Most seem to be merely an extension of the stands found on the floor of the pharmacy, and artistic display has given way to what are described as "special" offers. I have a copy of the *Art of Dispensing* and well remember the dignified labels illustrated with their fine examples of calligraphy, to which all juniors aspired. Some examples of present-day handwriting leave pharmacy with little elbow-room to criticise the medical profession.

How well I remember the aphorism that the chemist who economised on drugs was a rogue and he who economised on corks and bottles was a fool. Although I shall probably never use a cork again I still remember the smooth, velvety feeling of those on which no economy had been exercised.

Hornsey Ltd, London, and Arthur H. Cox & Co Ltd, Brighton. *A correspondent writes:* Mr Lilley was well known in every retail pharmacy and hospital in Northern Ireland and was highly respected by, and very popular with, everyone he met. He will be greatly missed by his large circle of friends in pharmacy.

McKay: On April 22, Mr James McKay, MPS, Garthmow, Torphins, Aberdeen. Mr McKay qualified in 1915.

Zealley: On April 14, Mr R. J. Zealley. John Zealley joined Chanel Ltd in 1951 and had been sales manager of the company for the past 11 years.

□ Remuneration of dispensing doctors is being amended to take account of the effect of value added tax on the cost of drugs and appliances supplied to their patients. This will not apply if the doctor is registered with Customs and Excise for VAT purposes, eg when a pharmacist is employed for dispensing.

Company News

Stafford-Miller open new factory

Stafford-Miller representatives and their wives were guests of the company recently at a conference held in Plymouth. They were shown around the company's 58,000 sq ft factory at Plymouth.

The new factory, occupying almost 8 acres, includes extensive quality control laboratories. It presently services the whole of the United Kingdom, Eire, Spain, the EFTA countries and part of the Middle East, and the present acreage and design of the buildings allow for a continued expansion programme in the future.

Strong Swiss franc hits CIBA-Geigy sales

The effective revaluation of the Swiss franc against other currencies last year held back the rise in group sales of CIBA-Geigy according to Dr H. P. Schaer (finance director). In terms of Swiss francs, group turnover went up by some 6 per cent in 1972 to Sw Frs 8,064m (Sw Frs 7,626m), although the actual turnover increase within the group before conversion to Swiss francs was in the region of 11 per cent.

Squibb first quarter results

Squibb Corporation's net income in the first quarter of the year increased 10.3 per cent to a record \$14.65m against the first three months of last year. Earnings per share advanced to \$0.66 from \$0.60.

The company's beverage and baby-food businesses were sold in late 1972 and early 1973. Since these transactions were accounted for in 1972, sales and earnings of these businesses are not included in 1973

results. Sales rose by 16.1 per cent to \$193.71m. Making a substantial contribution to sales improvement were five products, recently introduced by E. R. Squibb & Sons. These products, which are expected to account for more than \$20m in sales this year, are: Dexacillin, Velosef, Flaminon, Motival and Prolixin decanoate.

Unichem plan a seminar

A seminar covering a wide range of topics including merchandising and promotion techniques, profitable shop design and layout and the independents' role in the pharmaceutical profession, is being organised by Unichem Ltd, in conjunction with Elida Gibbs Ltd, Sterling Health Products, and Chrome Mesh Equipment Ltd.

To be held at the Savoy Hotel, London, on June 6, it will start at 7 pm and will be followed by a buffet supper. Attendance is by invitation only. Unichem customers will be given additional information about ticket application in the near future. During the seminar details will be announced of special bonus promotional offers in addition to a draw for £200 worth of prizes, including a holiday abroad.

Rockware's confidence

Confidence in the competitive future of the glass container industry and certainty that the course for Rockware's strategy is set fair, is expressed by Mr Peter Parker, chairman of Rockware Group Ltd, in his statement accompanying the 1972 accounts. Rockware increased its pre-tax profits to £1.830m for 1972, slightly ahead of the 1971 figure of £1.775m.

The company's major capital expenditure programme, involving an outlay of £14m over the next three or four years, will be

financed from the Group's own resources.

Referring to the closure of the Greenford factory early next year, after "deep heart-searching", Mr Parker states: "The undeniable point is that the technology at the disposal of an enterprising management has forced us inevitably to the conclusion that we can fulfil our marketing plans with four, not five, plants".

Bayer tie up in Japan

In co-operation with the Japanese firms of Takeda Chemical Industries Ltd and Yoshitomi Pharmaceutical Industries Ltd, Bayer AG, of Leverkusen, West Germany, intend to form a joint venture with a view to expanding Bayer's pharmaceutical business and facilitating the introduction of new Bayer pharmaceutical specialities on the Japanese market.

Research facilities and laboratories will be provided during the first stage of construction. At a later stage the company will be provided with its own production plants.

Briefly

Wilkinson Sword Ltd are moving their Group headquarters on May 7 to Sword House, Totteridge Road, High Wycombe, Bucks HP13 6EJ (Tel: 0494-33300).

Carlo Erba (UK) Ltd: Mr P. Pickering has been appointed Sales manager of the company. [Corrected note.]

Counterpoint Systems Ltd is the new trading title adopted by Counterpoint Store Equipment. The name reflects the growing range of Counterpoint products since the company was acquired by the Francis Parker Group.

British Cod Liver Oils (Hull & Grimsby) Ltd, held a special reception in Hull on April 26, for 37 staff and works personnel who had completed at least 25 years' continuous service with the company. Twelve had achieved over 36 years' service.

Dunbee-Combex-Marx Ltd increased their profits from £547,592 in 1971 to £1.31m in 1972. The dividend is 44.1 per cent (60 per cent). A one-for-one scrip issue is also proposed.

Gillette Co (USA): Worldwide sales for the three months ended March 31 rose 18 per cent to \$231.86m. Consolidated net income rose 21 per cent to \$20.79m.

Croda International Ltd advanced their group profits, before tax, in 1972 to £4.01m from £3.03 in 1971. A final dividend of 0.875p per share is recommended.

Warner-Lambert Co (USA): Sales for the first quarter of the year were \$396.86m against \$360.44m in the same quarter of 1972. Net earnings increased to \$34.67m (from \$30.48m) in 1972.

Bell & Howell Co, Chicago, reports record sales at \$94.77m for the first quarter (up 16 per cent on same 1972 quarter). Net earnings rose by 25 per cent, at \$3.38m



Stafford-Miller salesmen and their wives visiting the company's new factory at Plymouth recently (see story above)

New products and packs

Cosmetics and toiletries

The outspoken look

Helena Rubinstein have created new shades for lips, eyes and complexion to match their "Outspoken look". These are two new Big Bold Eyes kits (£1.14): Iced Tangerines and Iced Limes kits; three added shades of Le Lipstick (£0.68): Devil Red, Vibrant Orange and Lively Mocca plus two new colours of Silk Fashion Coverfluid (£0.85): Natural Beige and Suede Beige.

For a limited period only they will be offering trial sizes of Silk Fashion Coverfluid and Silk Fashion Liquid makeup at 25p each in certain selected shades.

All new shades, and the special offer, will be available from early June (Helena Rubinstein Ltd, 31 Davies Street, London W1Y 1FN).

Pause from Innoxia

Innoxia have introduced a new skin cream called Pause (£0.88) which can be used in the day under normal makeup to protect and moisturise the skin and at night before bed to nourish and soothe. Pause which is tinted light apricot colour, is claimed to be both light and non-greasy and will keep makeup matt because there is no oil content. It is presented in a white jar with a dark blue cap and will be available from May 21 (Innoxia, 436 Essex Road, London N1 3PL).

Celui atomiser

Celui Parfum de Toilette is now available in an atomiser (£4.68). Celui, which means "The One", is said to contain more than fifty ingredients, amongst them hyacinth, rose, jasmine, gardenia, jonquil, iris, violet and hawthorn, also oak moss and coumarin, a combination which gives a refreshing sharp scent that mellows to a warm floral.

The new 403 Atomiser chosen to hold Jean Desses' Celui Parfum de Toilette is made of glass, to maintain the true scent, and covered with a special thin film of plastic that makes the bottle non-slip and gives the bottle a feminine, frost-like appearance (Dr Payot Ltd, 139a New Bond Street, London W1Y 9FB).

Tabu bathtime range

New from Dana Perfum's is a bathtime range under the Tabu name, consisting of three products—Tabu body lotion, Tabu foam bath and Tabu bath soap available from August 1.

Tabu foam bath (£1.50) contains a blend of Tabu perfume and cleansing agents. Tabu body lotion (£1.50) is claimed to put back natural moisture and is also particularly recommended for hands, ankles and feet. Tabu bath soap is a 6 oz size (£0.47) which is ivory in colour and has the Tabu "goddess" head imprinted



on the top. The soap gives a good lather and is particularly kind to the skin.

Tabu's new bathtime range is packaged in smart white, black and gold packs. The body lotion and foam bath packs have been treated with anti-static to avoid dust if they stand on a bathroom shelf and when on display (Dana Perfumes Ltd, 19 Grosvenor Street, London W1X 9FD).

Copper and bronze makeup

The copper and bronze collection from Estee Lauder comprises Soft Film compact bronzer in four shades presented in a tortoise-toned compact; Soft Film compact rouge which is claimed to be both creamy and transparent available in six shades and six copper and bronze shades of vitamin enriched Re-Nutriv Rich lipstick created to complement the makeup. Available from mid-May (Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, W1).

Sundries

Anti-car-sickness device

Baratte International are introducing Anti-static, a device for the prevention of car sickness. The Anti-static (£2.27, refills £1) consists of a metallic medallion containing electropositive salts and is worn as a pendant next to the skin over the solar plexus, slightly above the stomach. The makers say that the movement of a car generates a negative load of static electricity which affects the solar plexus resulting in travel sickness; this charge is claimed to be neutralised by the salts in the medallion (Baratte International Ltd, 73 New Bond Street, London W1).

Lady's razor from Wilkinson

Wilkinson Sword are producing a lady's shaving system for the first time called Cressida. Features of the new Cressida system include a comb guard bar which they say is better for shaving longer hairs and which is designed in such a way as to make "it almost impossible to nick the skin", plus a feminine design of orange and white packaging.

The razor sets (£0.75) of razor, 5 blade dispensers and a vanity case in a carton



will be sold from special display units containing six razor sets and six refill dispensers. A display unit of 12 refill dispensers will also be available as will a three-dimensional show card to hold the pack (Wilkinson Sword Ltd, Sword Works, Southfield Road, London W4).

Hospital giving set

Abbott are introducing Soluset 100, a microdrip solution set with a 100ml calibrated chamber which enables drug solutions to be given accurately in quantities of 1ml to 100ml (£0.96 per single unit, hospitals only.) Rate of flow is controlled at 60 drops per minute (Abbott Laboratories Ltd, Queenborough, Kent).

Veterinary

Anabolic steroid

Squibb animal health division, is introducing Boldane (boldenone undecylenate), a long-acting anabolic steroid for use in horses, dogs and cats. It is available in packs of 5 x 10ml vials (£10 trade) and provides 25mg per ml of active ingredient in oil (E. R. Squibb and Sons Ltd, Regal House, Twickenham TW1 3QT).

Prescription specialities

PRINALGIN capsules

Manufacturer Berk Pharmaceuticals Ltd, Station Road, Shalford, Surrey

Description White capsules marked "Prinalgin" in red, each containing alclofenac 500 mg

Indications, precautions, side-effects and supply restrictions As for Prinalgin tablets

Dosage One or two capsules every 4-6 hours. In arthritic and rheumatic conditions, two capsules three times daily, reducing this initial dose as symptoms are controlled.

Packs 100 capsules (£3.11 trade)

Issued April 1973.

WIN A *Dance* CASH PRIZE

FIRST PRIZE £100

SECOND PRIZE £50

PLUS one of TEN third prizes of £10 EACH

Any sale you make of an AMBUSH product could win YOU one of these prizes in the:

'AMBUSH SAFARI HOLIDAY COMPETITION'

Every product in the range has an entry form for your customers and a space for the name of the store or chemist where purchased.

263 WONDERFUL PRIZES FOR YOUR CUSTOMERS TO WIN

DUSTING POWDER
SPASH COLOGNE

SPRAY COLOGNE
SPRAY PERFUME



DISPLAY AND RECOMMEND "AMBUSH"
IT COULD WIN YOU AND YOUR CUSTOMERS VALUABLE PRIZES.

Trade News

Colour change of antiseptic

ICI Ltd, Pharmaceuticals Division, Alderley Park, Macclesfield, Cheshire, SK10 4TF, are withdrawing the pink colouring matter from Hibitane antiseptic cream in order to facilitate manufacture and to ensure batch consistency. Henceforth, the preparation will be white in appearance. Apart from the colour, the formulation remains unchanged and it is perfectly in order to utilize existing stocks.

Amendments to lists

Schering Chemicals Ltd, Burgess Hill, Sussex RH15 9NE. Because of the increasing difficulty in obtaining suitable syringes for use with Depostat, this preparation is now available in ampoule form only (5 x 2ml, £5.56 trade).

Christmas Showrooms

Helena Rubinstein, 31 Davies Street, London W1, will be holding their regional Christmas Showrooms at: Southampton, Skyways Hotel, June 11-14; Glasgow, St. Enoch Hotel, June 18-21; Leeds, Metropole Hotel, June 25-28; Newcastle, Turks Head, July 3-5; Norwich, Castle Hotel, July 3-5; Birmingham, Midland Hotel, July 9-12; Brighton, Grand Hotel, July 9-12; Manchester, Piccadilly Hotel, July 16-19; Bristol, Unicorn Hall, July 24-26; and Hendon NW9, Hendon Hall, July 30-Aug 2.

H. Bronnley & Co Ltd, Conduit Street, London W1R 0BR have amended the dates of their Christmas showrooms to be held at Leeds. These will now take place at the Griffin Hotel, Leeds between June 25-29.

Wellcome baby products

New trays have been introduced for the Drapolene Cream (50 gm and 100 gm), Calpol Suspension (70 ml and 110 ml) and

Calmic Gripe Mixture (70 ml) packs by the Wellcome Consumer Division.

These green trays, say the makers, help to make display and handling easier for the chemist and help to keep the shelves tidy.

Each Drapolene Cream tray contains 12 packs and the Calpol Suspension and Gripe Mixture trays contain 6 packs.

These three Wellcome products have all recently been heavily promoted in clinics (Wellcome Consumer Division, Crewe Hall, Crewe, Cheshire CW1 1UB).

Velactin

Because Wander Ltd, 42 Upper Grosvenor Street, London W1X 0AL, feel there is some misunderstanding about the tax liability for Velactin, their milk substitute of vegetable origin, they would like to emphasise that this product is a foodstuff and is, therefore, zero-rated.

Promotions

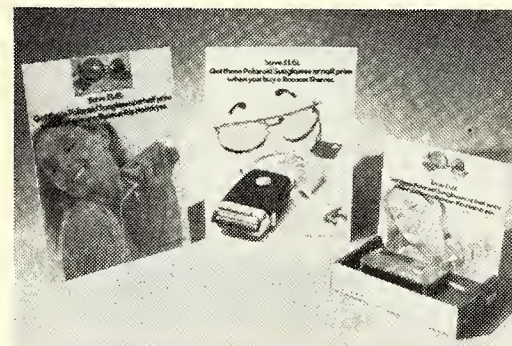
National TV boost for Airwick

Following a Midlands TV test campaign which Jeyes claim "boosted sales of Airwick Solid by 198 per cent and shot the product from number three position to brand leader in that area," a £80,000 national television campaign for Airwick Solid commences on May 21.

Concentrated into a four-week period, 30-second commercials featuring the round-the-house-use of this airfreshener will reach 87 per cent of Britain's housewives. (Jeyes UK Ltd, Brunel Way, Thetford, Norfolk.)

Sweetex offer

Sweetex are offering 100 free tablets with their 500 pack in a promotion which will run during May and June. Contained in a brightly coloured blister pack, this offer is said to coincide with the height of the summer "slimming" season. (Crookes-Anestan Ltd, PO Box 94, 1 Thane Road West, Nottingham.)



Special Ronson offer

Ronson offer each purchaser of a Rio hairdryer or any Ronson shaver the opportunity of sending away for a pair of men's or women's Polaroid sunglasses for only £1.61 instead of the normal price of £3.22. Showcards and Rio pack crowners to highlight the promotion, which continues until August 21, are available. Order forms for the sunglasses are held in a special dispenser attached to the back of the showcards (Ronson Products Ltd, Hudson Street, North Shields, Northumberland).



Wellcome display packs

The two Wellcome products for travel sickness are linked together by the stop sign on their display outers which are now being distributed to the trade. The products are the long-established Marzine and the newer Tranazine, based on a low dose of hyoscine, for family use (Wellcome Consumer Division, Crewe Hall, Crewe, Cheshire).

Consumer offer

□ Jacquelle offering free zip cosmetic purse (retail value 49p) with matching zip holdall (£1.09) (Jacquelle Sales, Division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Alberto Balsam creme rinse and conditioner: M, Lc, Y, Sc, WW, So, NE

Alberto VO5 hairspray: M, Lc, Y, Sc, WW, So, NE

Aquafresh toothpaste: WW

Bristows shampoo and conditioner: All areas

Close Up: All areas

Cool: All areas

Crest toothpaste: Y

Kodak: All areas

Macleans Freshmint: Y, WW

Maws baby bathcare range: All except E

Maws Simpla sterilising unit: All except E

Maybelline Great Lash mascara: Ln, So

Phensic: All except E

Radox: All except U, E

Shield: All except E

Signal: Ln, WW, So, G

SR: All except E

Sunsilk setting lotion: All except E

Three Wishes: So

Vaseline Balanced Care shampoo: All areas

Vosene shampoo: All areas



Heinz baby foods—new main meals, formulations and packaging

H. J. Heinz Co are celebrating their silver jubilee in the baby food market by introducing "main meals" to the strained and junior ranges. This launch is coupled with reformulation of many varieties and new up-to-date labelling for the whole range.

There are ten main meals in both strained and junior categories, formulated to provide the basis of a well-balanced nutritional diet. In the strained main meal group (for babies aged 3 to 7 months) these are: beef and bone broth with vegetables, beef and carrot casserole, beef and oxtail dinner, braised lamb dinner, braised steak and kidney dinner, chicken casserole with vegetables, country lamb and carrot purée, golden chicken dinner, haddock in cheese sauce, and turkey dinner.

Junior main meals (for infants 7 to 18 months) comprise: beef and bone hotpot, braised lamb and liver dinner, braised steak dinner, chicken and ham dinner, chicken supreme dinner, haddock, cheese and macaroni dinner, lamb casserole with vegetables, liver and bacon dinner, savoury pork dinner, and steak and kidney dinner.

Main meals have been formulated to provide the following qualities: higher nutritional value, greater meat content, improved texture and taste, reduced salt and reduced carbohydrate content.

The new varieties and the existing range have been relabelled—for the first time since 1964—clearly identifying strained and junior. The babies illustrated in the pack designs are to suggest to the purchaser the appropriate infant age groups, and colours denote the meal functions. The "coding" system is—Strained: Blue and white, non-main course (eg breakfasts, suppers); blue and yellow, main course. Junior: Red and white, non-main course; red and yellow, main course.

Some changes have also been made to varieties in the existing range of strained and junior non-main course foods. Existing broths and dinners have been discontinued. Vitamin C has been added to fruit varieties throughout the range. No changes have been made to the current varieties in jars.

Advertising

Heinz are backing main meals with the largest advertising expenditure ever by a baby food manufacturer in the UK.

A major part of the campaign will consist of intensive network television advertising starting on July 7 and running throughout the year. A series of four 30-second commercials depict babies at various growth stages relating to the product categories. With the theme "Heinz—the taste babies love", the films equate Heinz cans with "tiny pressure cookers"—"sealing in" the nourishment and flavour of Heinz natural ingredients.

Heavy Press advertising in women's



weekly magazines, child care and medical publications is directed at explaining in detail to mothers and specialists how the range helps provide a tasty, balanced diet. Double page spreads in full colour are designed to create maximum impact in top selling women's magazines.

Among the other promotions are a revised version of the "From Milk to Mixed

Diet" publications for new mothers, the Heinz Baby Club, and sampling in maternity hospitals.

A colourful range of point-of-sale materials, including dump-bin wrap-arounds, double and single headboards, shelf-edgers and price cards, has been produced to give visual impact at the purchase point.

Heinz predict that the introduction of main meals, the unprecedented advertising support, and the new labelling, will provide a real expansion in the baby food market.

Mr Roy King, head of marketing and sales, says: "For years the trade has recognised the importance of a thriving baby food business. Mothers with young babies are big spenders, and they shop regularly and often. Stores that draw them are those who reap all the benefit of building loyalties with younger families, which can last a long time.

"Now Heinz have a brand new story to tell, with exciting new products and labels. We think it can only help re-vitalise the baby food department, focus more attention on this vital category and—properly used—bring the young customer to the store even more often."

Doctor disapproves of baby food menu

A sample menu quoted in an advertisement for Heinz baby foods has been criticised by a doctor in recent correspondence in the *Lancet*.

The advertisement gives a sample weekly menu which recommends 24 tins of Heinz strained foods and which was misinterpreted by Dr Penelope Leach, to be intended for a 3-month-old baby. Dr Leach calculated that this diet would provide a heavy extra protein load and twice the calorie requirements recommended by the Department of Health. Mr C. Chamberlain, Heinz marketing product group, explained last week that the menu Dr Leach quoted was intended for a 4-5-month old baby and the diet recommended in their booklet "From milk to mixed diet" for a 3-month old or 11 lb baby was actually 7 cans of strained foods per week. To avoid similar misunderstanding, future advertisements giving a menu sample will identify the specific age group to which the menu relates, he said.

Replying to Mr Chamberlain's letter, Dr Leach felt that 24 tins was still excessive for a 4-5-month-old infant and criticised the manufacturers' policy of substituting their canned products for milk.

"We have no evidence to suggest that at these ages and weights solid foods are preferable to milk. What little evidence we do have in the matter suggests that too

much extra protein and too many extra calories are both undesirable," she said.

Mr Chamberlain told *C&D* this week that when recommending infant diets, Heinz rely on a consensus of medical opinion rather than the opinion of an individual. "If all the experts in the country were laid end to end they would point in opposite directions when it came to deciding on the best diet for a baby," he said. The new Heinz main meals (see above) have levels of carbohydrate controlled in relation to the amount of protein included.

'Pill' tablets as capsules

The technology of tablet making has been "pushed to its limit" as far as oral contraceptives are concerned.

This view is expressed in a booklet "The soft gelatin capsule as a superior dosage form for the oral contraceptive" published by R. P. Scherer Ltd, 216 Bath Road, Slough, Bucks. Encapsulation of the hormones in oily solution presents considerable advantages over the conventional tablet which has no guarantee of uniformity at levels below 50 mcg active ingredient per tablet. The authors claim accuracy of ± 2 per cent with capsules filled with 25 mcg active ingredient, a result well within the BP limits. They claim that absorption of steroids is more efficient from oily solution than a tablet, so that lower doses may be employed with a corresponding reduction in side effects.

Crookes Anestan bring you . . .



. . . expertise in two fast growing markets—sweeteners and intimate deodorants. Our track record proves it—brand leader and runner-up in two of your important markets and to back it up, a group of very-much-alive old timers—such traditional chemist lines as Anestan, Penetrol, Lacto Calamine and Moorlands.

Where do we come from? Well, we are an amalgam of two small but highly successful chemist-orientated companies—Lenbrook and Crookes Anestan.

We have a single, positive company philosophy for all our customers whether retailer or the final consumer—service and value for money. That is why we are concentrating on direct representation. We still regard our chemist business as our bread and butter, hence a 50% increase in our representative force over the last 12 months. As for value for money, just ask our representative for his product deals.

Although well into the seven-figure turnover league, our sights are set much higher, so jump on the Crookes Anestan Brand Wagon . . . Our business needs you and your business can profitably benefit from our brands.

The Intimate Deodorant Market

Since its inception in 1963, this market has been by far and away the fastest growing sector of the toiletry market. Its products, based on the same general hygienic platform as underarm deodorants, have appealed to an ever increasing number of women, mainly in the 15-35 age group.

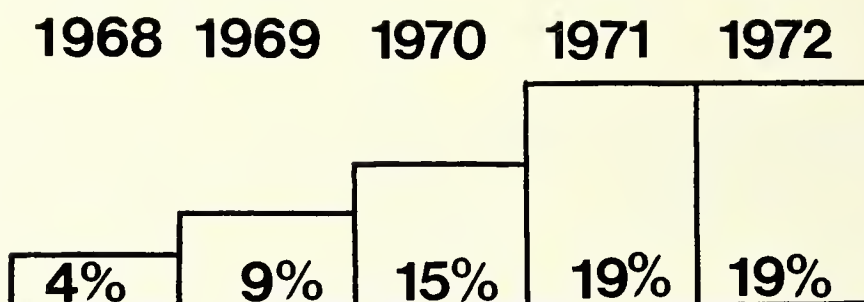
In 1972, this growth was temporarily hit by the Hexachlorophane scare which emanated from the USA. Although none of the major UK brands used this ingredient in their aerosol sprays, all were affected by the adverse publicity attracted into this country by one or two small brands—which together accounted for less than 8% of total sales. Now that all product categories containing this ingredient (mainly talcs) have been withdrawn, the Hexachlorophane problem has subsided. In fact, all the major UK brands use Chlorhexidine (the established ICI product) as their active ingredient.

Brand Shares

Approximate sterling brand shares in 1972 are as follows:

| | |
|----------|-------------|
| Femfresh | 35 per cent |
| Bidex | 25 per cent |
| Elle | 12 per cent |
| Cosmea | 10 per cent |
| Others | 18 per cent |

As a company, Crookes Aneston continue to dominate this market with Femfresh and Elle. If you only stock the four major brands (Femfresh, Bidex, Elle and Cosmea), then you will have approximately 82 per cent coverage of the market.



% of all women using vaginal deodorants
(I.P.C. Cosmetic and Toiletry Survey)

Femfresh- The dominant brand

Femfresh, one of the two original brands launched in 1963, has always been the dominant mass market brand, appealing to women aged 18-35 in all classes. In the early years, the design had to be soft and clinical with the perfume plain and neutral. But market expansion over the last eight years has been such that Femfresh now dominates a sophisticated and attractive

feminine deodorant market. Bearing this in mind we have relaunched Femfresh with:
New design
New perfume
New pack

Every aspect has been thoroughly researched medically and with potential consumers. Results showed that consumers thought the new design "gentle", "feminine" and "elegant," the new perfume "herbal", "subtle" and "fashionable" and the new pack "dainty", "attractive" and "portable." These charming comments obviously augur well for the future.

£200,000 promotional budget for 1973

This is more money than Femfresh have ever spent before. Advertising, with £100,000 will be in all the major women's magazines (i.e. Woman, Woman's Own, Cosmopolitan, Honey, 19, Over 21, Romance etc) from now right through until the end of September. This expenditure will mean that 80% of women in the 18-35 age group (at least 16 million) will see the advertisement.

The Femfresh message is basic and simple. We are not offering women an alternative to soap and water but instead are suggesting a product which, like underarm deodorants, will complement their daily hygiene routine.

Point of sale display material will be linked to this heavyweight advertising campaign. The display stand has been carefully designed to provide that vital in-store link when consumers enter your shop.

Femfresh will also be offering various powerful consumer promotions to you during the summer months in order to maintain the launch impetus.





The new Femfresh display stand incorporates the photograph from the advertisement (right), helping identification at point of sale

We shall shortly be introducing our first seasonal promotion—the offer of a free bath cap with the large size can of intimate deodorant spray. This most attractive offer fits in entirely with our advertising premise; that Femfresh should be part of an overall hygiene routine.

Further promotions are planned featuring both the slimline smaller sizes and our sachet presentations, and our representative will be letting you have all the appropriate details in due course. It is this kind of imaginative below the line promotional strategy as part of the overall marketing policy that has helped put Femfresh where it is today.

Remember that Femfresh has always led the field. We're determined that it always will. So make sure that you don't lose out by not fully merchandising this dominant brand leader.



A shower is a great freshener. Every girl knows that. But the effect does not last all day.

For your personal freshness, you need something you know is going to last.

With Femfresh you know you can feel completely confident all day.

Because it's the intimate deodorant you can be sure of. Sure that Femfresh won't dry your most delicate skin.

Confident that Femfresh will go on working as long as you do. Safe, in the knowledge that Femfresh is

medically approved. It's no wonder Femfresh has been Britain's most popular intimate deodorant for years now.

And today more girls than ever have confidence in Femfresh. Because it's surer than relying on soap and water alone.

Now in three pretty perfumes—Fleur, Sophistique and new Herb. Also available are Fleur-perfumed sachets.

Be Sure. Femfresh.



Elle- The teenage brand

We at Crookes Anestan are so completely confident that the vaginal deodorant product concept is here to stay that we are putting more money than ever behind our second brand, Elle, both in terms of development work and short term promotion.

Launched in 1968, Elle now enjoys third place in the market behind Femfresh and Bidex, accounting for around 12% of total sales.

However, with the prevailing market difficulties and disappointing sales levels of the past year, 1973/74 seemed to be an opportune time to rectify a number of problems that faced the Elle brand.

What then have we done to improve the Elle range? The most fundamental change of all has been in the area of market positioning. It is intended that "new" Elle

should appeal specifically to the teenage girl by projecting a modern, fun image. Since use of an intimate deodorant is thought important more by younger women, Elle will be talking to a most significant age group—in a straightforward way they will appreciate.

New Packs

In line with this new image, the complete range has been repackaged. Although the Wild Rose and Peach Blossom perfumes are unchanged, we have moved to a more feminine and elegant aluminium container in the small size. Extensive research amongst teenage girls has shown the new surface design to be "delicate, feminine and modern"—exactly the qualities teenagers feel to be important—but at the same time "impactful".



New pack design and a slim handbag size feature in the new Elle range

Advertising

An extremely concentrated burst of Elle advertising is about to break, using full page, full colour spaces in all the leading young women's magazines, and this will be supported by widespread use of Radio Luxembourg during the peak selling period. Here again consumer research has been used to ensure that Elle advertising is memorable, exciting and relevant.

The new advertisement (see illustration) is a complete departure from all previous types of advertising for intimate deodorants, in that the theme and the visual treatment are of a punchy type more often used in the editorial parts of their magazines. However it treats the intimate deodorant as the normal, sensible product it is. The idea is that Elle should form part of a teenager's routine, like her make-up, and so we are talking to her in an outspoken meaningful way she will understand.

Promotions

Several promotions are planned for 1973/74 meaning bigger-than-ever Elle sales. For instance, during May and June we shall be offering each purchaser of the 120g pack a free Marc Bolan pop poster—an offer which will be featured in our early magazine advertising.

To merchandise this promotion and to show the exciting new packaging off to best advantage, we have prepared an attractive pre-packed display unit, ideal for counter positioning.

Although widely experienced in the marketing of vaginal deodorants, we at Crookes Anestan have left nothing to chance. Every aspect of Femfresh and Elle 1973/74 marketing has been researched and researched again amongst the people who matter most—our consumers.

We know we are on to a winner, so look out for our representative—he will be calling shortly to discuss our plans with you.

You dance
You love
new clothes.
You go to
the movies.
You carry a banner.
You carry Elle.

You study late.
You go to the disco
You're meeting him.
You start at
a new office.
You start using Elle.

You're on the beach
You go to a festival
You're in a hurry.
Elle only takes
a couple of seconds.
You're in love.
You're young.
So is Elle.

Every day you'll find
a lot of reasons for
using Elle. But they all
add up to being
young and being a
woman. Elle is an
intimate deodorant.
It's soft, gentle and
very effective.
Elle gives you
the confidence
of knowing
you'll stay fresh
right through
the day.

FREE
MARC BOLAN POSTER!
Buy a large aerosol of Elle
and send in the token for
your free Marc Bolan poster.

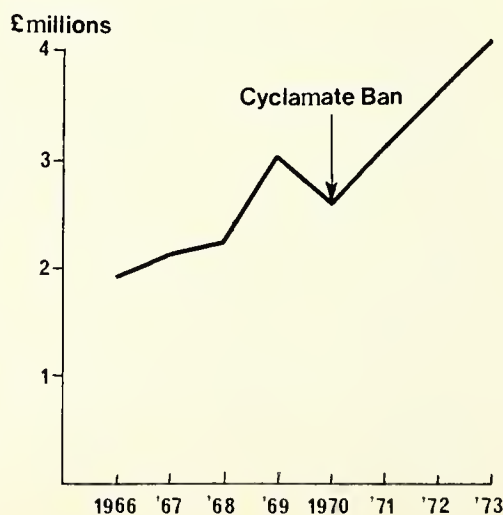
elle
INTIMATE DEODORANT
A
PART OF
YOUR
MAKE-UP

The Dynamic growth of artificial sweeteners

Dynamic growth has been the main characteristic of the artificial sweetener market. From a base of £1.9 million at RSP it has expanded steadily to be worth a projected £4.0 million in 1973, and the only setback to this pattern was in 1970, following the banning of cyclamate sweeteners. At that time cyclamate products commanded a 15% share of the market, and the ban lowered confidence in all artificial sweeteners. However, as the market growth since 1970 shows, this confidence is now completely restored.

Currently, it is estimated that 16% of the adult population use artificial sweeteners, the vast majority being daily users. Usage is principally by women, but the importance of male users is often underestimated. In fact, almost one third of all users are male.

The market is currently dominated by



Sweetex, with almost 40% share, and Hermesetas with 20%. Other major brands—Saxin, Sucron and Slimcea—hold about 35% between them, with Saccharin BP tablets taking the remaining 5%.

Distribution is almost exclusively through chemists, with only 5-6% of the total market being accounted for by grocery outlets. Most of this grocery business is in the Sucron and Slimcea granulated products.

Continued growth is assured, with penetration increasing each year, and the levels of advertising and consumer promotions following suit.

Crookes Anestan completely dominate this market, with 60% share and some of the heaviest magazine and T.V. advertising, consumer promotions and trade incentives. Ask our representative about the exciting plans for Sweetex and Hermesetas.

Sweetex-smarter than calories

Sweetex needs no introduction. It is the best known artificial sweetener and with a 40% share—twice that of its nearest rival—it dominates the market. It is also the only important brand that is strictly limited to chemist-only distribution.

Product Range

The brand offers a comprehensive range of products. The tablets come in four sizes—a 100 "sample pack", 200, 500 and an economy size 2000 pack. There is also the increasingly popular Sweetex Liquid which replaces sugar in cooking—and a powder which is especially useful for sweetening breakfast cereals, fruit, etc.

In the Shop

Attractive consumer promotions have always played an important part in Sweetex marketing policy. We believe in increasing the number of Sweetex users—

well-dressed women and men in sophisticated surroundings.

An important new departure for Sweetex, however, is that one of the new advertisements will be aimed at both men and women instead of appearing exclusively in women's magazines. In addition, Sweetex is also taking time on T.V.—on Granada, Central Scotland and Ulster television.

The new Sweetex campaign began in April and the total expenditure will be in the region of £150,000.

Point of Sale

We think attractive point of sale pieces for standard stock are of paramount importance in both *our* and *your* business. The illustrated dump bin and shelf strip wobblers are available from our representatives now.



A hundred Sweetex free during May and June



Sweetex dump bin and wobbler—eye-catching point of sale material

and that means increasing your turnover.

During May and June, we are offering a promotional pack of 600 tablets for the price of 500. This can be obtained on good bonus terms from our representatives throughout the period. Some of the offers will be available in pre-packed, eye-catching display outers.

Later in the year, we shall be mounting more exciting and interesting promotions—exciting for the consumer and profitable for you!

Advertising—Sweetex Shapes the Way you Look

"Sweetex Shapes the Way you Look" is the headline in the new Sweetex colour advertisements, and the campaign will continue to reflect the confidence that being slim gives your customer by depicting elegant,



Sweetex shapes the way you look.

Millions of words are written about weight-watching, but the most important words are not written—or spoken. They are thought.

Every woman has her unguarded moments—just the moments when she's judged.

A little bulge here, a tell-tale fold there.

Sweetex helps ward off the cool, critical glance.

So, make Sweetex a habit, as part of your Calorie controlled diet.

A teaspoonful of sugar in your coffee adds up to 27 Calories; weigh that against one Sweetex—no Calories!

A 500 tube of Sweetex cuts out an intake of 13,500 Calories. Everybody has problems, who needs 13,500 extra?



Smarter than Calories.

Right: One of the two new Sweetex colour advertisements

Hermesetas - the sweet alternative

Hermesetas was introduced to the UK from Switzerland in 1954, though Crookes Anestan only began to handle its marketing in this country in 1969. Since then, apart from the market depression in 1970 following the cyclamate scare, the brand has been growing from strength to strength. It now commands a 20% share, second only to the brand leader Sweetex, and is growing faster than the market.

Product Range

The range consists of three tablet packs: 200, 300 and 650. The 650 pack was introduced in 1969 and has proved to be a tremendous growth area. New users generally sample the brand with the 200 pack and gradually move up to the larger sizes. There is also a liquid product and in May

of this year a new powder sprinkler pack will be launched. Ten times as sweet as sugar, the product offers a considerable calorie saving to the consumer.

Promotional Support

Traditionally, Hermesetas has been very active below the line, with powerful on-pack consumer offers appearing regularly. This technique encourages new users, both from other brands and also consumers new to the product category.

This policy is to be continued in the future, having made, we believe, a major contribution towards the brand's successful climb up the market.

Advertising

Campaigns conducted over the past few years have majored on increasing brand

It's the little things that make life sweeter.



Keeping healthy means keeping slim. That's why Hermesetas are the sweet alternative in tea or coffee.

Hermesetas dissolve instantly, have no after taste, and give you all the sweetness you want without the calories you don't.

So they help you to stay slim and fit. Hermesetas are only little things... but little things mean a lot.

Hermesetas - the sweet alternative.



Promotional activity such as the extra-value packs offer excellent value for money to the consumer



name awareness and "memorability", using a humorous approach. This year the ideas are different, and the brand will be presented in a novel way—as a sugar substitute leading to a new and healthier way of life. Advertising expenditure is to be substantially increased (by 36% on last year) meaning that over £80,000 will be spent in Press media during the period April-September.

Display

The attractive blister card arrangement of the pack provides a built-in potential for large impact-making displays with a small dimension product. This is of vital importance in the increasingly competitive environment of the pharmacy.

Over to you

Femfresh. Elle. Sweetex. Hermesetas—just four of the Crookes Anestan brands you know well, and all leading names in their respective markets.

Now we've told you what we are doing as a company, to ensure that even more of your customers get to know them.

We think you will agree that the sales opportunity we are creating is too good to miss. Make certain you get full details of the point of sale material from our representative when he calls—and of all special terms he has to offer.

Time to update the pharmacy image'

"Modernisation of chemists' shops on the pattern seen today started with Nordia's Worcester experiments thirteen years ago. Since then, others have copied, but the pattern has remained unchanged," claims David Pearmain, director of shop operations for Nordia shop division, William Mason & Son Ltd, Leeds.

"Consequently," he adds, "chemists' shops tend to look alike and indeed, incorporate the same merchandising techniques; thus what was once new and interesting is now commonplace . . . It is time something was done to update the image."

Savory and Moore's pharmacy in the new Westgate Shopping Centre at Oxford, which has just been fitted out with Nordia equipment, he says, has achieved that object. Here emphasis has been placed on colour and lighting. A feature has been incorporated in the form of a deep shaped pelmet which forms merchandise departments every two Nordia bays. The yellow of the pelmet is reflected in the floor coupled with light and dark grey squares. The whole is well lit and produces a pleasant light atmosphere.

The merchandising is made more flexible by the use of Nordia perfo boards which can be used in any part of the shop. It makes self-selection much easier and is used here for packaged combs—brushes, etc., in the hair section; in the baby section for plastic packaged items and for carded items such as razors, nail clippers, tweezers, small scissors, etc.—all those items for which it was difficult to find a place. A Dr Scholls' section has the whole range either on the perfo board or in the small binned compartments below.

Depth and sparkle is added to the colourful talcum powder section by the use of mirrors and what once would have been frowned on, as a supermarket tech-



nique—a large wire bin at the end of the gondola—does an efficient job of selling bulky tissues.

Experienced assistant Mrs Hannah said—"customers take a positive pleasure in just being in the shop, and there is plenty of room for them to browse and select the goods themselves."

Manager of S&M's branch at 15 Westgate is Mr A. H. Thompson.

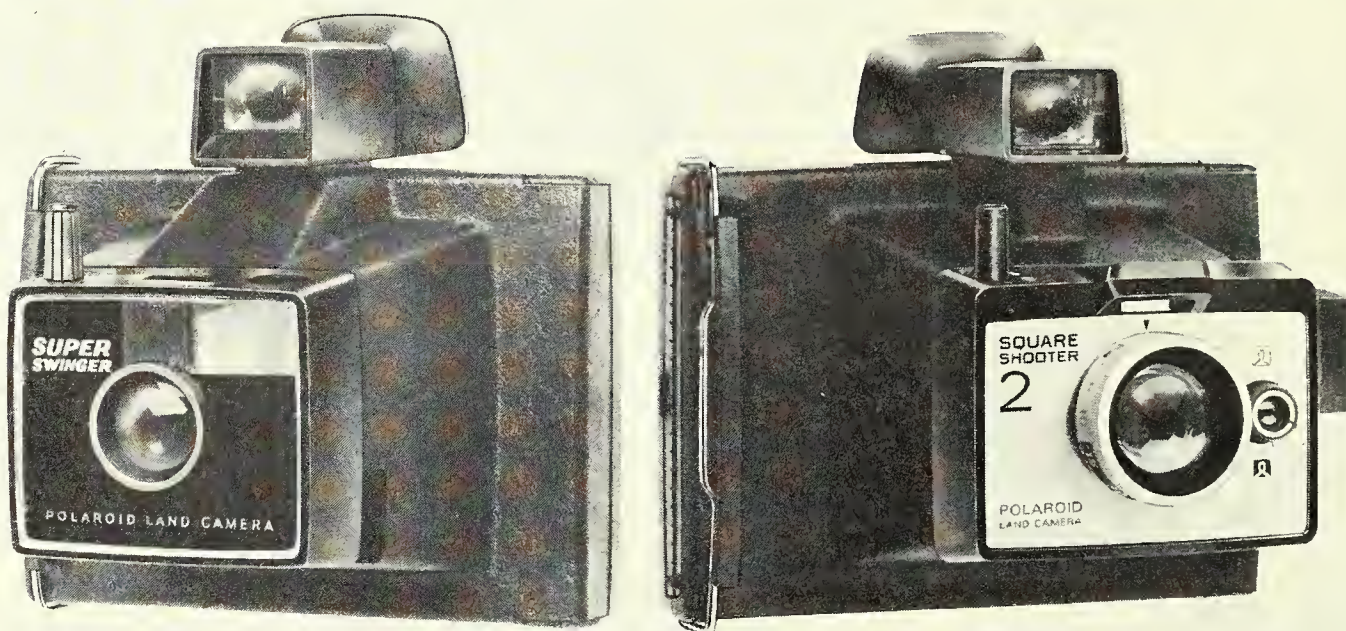
Above: The dispensary seen from the shop

Bottom left: Unit of storage drawers and shelves which divide the dispensary from the sales area

Below: The deep shaped pelmet which forms separate sections every two bays



How to sell more Polaroid instant picture cameras



Polaroid instant picture cameras are at their new lowest ever prices, backed by the biggest ever advertising campaign, these cameras will bring even more customers to your counters.

| | | | |
|-------------------------|----------------|---------------------|----------------|
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Comment

Fulfilling a need

In congratulating the British Chemical and Dyestuffs Traders' Association on reaching its golden jubilee (page 562) we wish it equal success in the next 50 years.

The Association, like many other associations, was born out of the need—if not desire—for closer relations between a collection of business men with common interests on the one hand and with Government departments on the other.

In the case of BCDTA, its formation was seen "as providing an organised collective approach to the Government for the removal of the many disabilities," states the commemorative handbook. This was at a time when the UK was establishing a much larger domestic chemical and dyestuffs industry following the end of the 1914-18 war.

The policy then was one of protection for home industries and the impact of the 1921 Safeguarding of Key Industries legislation must have been severely restrictive to the importer of chemicals.

Much of the text in the booklet was compiled by the Association's immediate past director and secretary, the late Mr Francis Paige, who unfortunately died last year before completing the work. In the Association's 50 years there have been only three secretaries, the present holder, Mr C. P. Clarkson, Mr Paige, and the founder secretary, Mr O. F. C. Bromfield who later joined *Chemist and Druggist* as markets editor, later to be appointed editor of *Chemist and Druggist* from 1940 to 1950.

Whilst the policies now ruling concerning international trade are different from those 50 years ago, there is no lessening in the number of problems facing importers and exporters. We expect the BCDTA to be kept busy in the foreseeable future, as it has in 1972, investigating and interpreting the various EEC directives for its members, to name but one task.

On the same day that BCDTA celebrated its golden jubilee with a lunch, another organisation was similarly engaged on the South coast. Cyanamid of Great Britain Ltd, the first overseas company to be established by American Cyanamid Co, was also formed 50 years ago.

Mining chemicals, chemicals for the paint industry and agricultural chemicals were the products imported from the US and sold by the British subsidiary. Today the British company—also known by the hieroglyphics CGBL—has a staff of over 1,000 employees, annual sales of over £12 million and an export business approaching £5 million a year.

Mr Michael Peretz, managing director, CGBL, said at the lunch that he gladly paid tribute to the contribution made by the staff and management of the company. He also rightly emphasised that no company lives in a vacuum. It can operate successfully only in an environment that encourages good business and with customers who know their needs and will co-operate in the development of products to fill those needs.

The two organisations BCDTA and CGBL reflect the vital basis of the commercial business that has

predominated in the UK. Both have grown in stature because they have fulfilled a need.

And of course we cannot let this week of anniversaries pass without adding our congratulations to Mr J. Wright, director of the NPU on completion of 25 years service.

The tributes paid are well deserved, and there can be no doubt that both the man and the organisation have "fulfilled a need" on behalf of retail pharmacy. Long may they continue to do so.

Prices—Stage two

The standstill on prices under stage one of the programme for controlling inflation ended on April 28. During stage two, which commenced on April 29 and which continues until the autumn, the conditions under which prices and pay can be increased are laid down by the Price and Pay Code (see p580). It is the function of the Price Commission to see that the provisions relating to prices are observed.

The general principles of the Code relating to prices are:—

- ☐ to limit the extent to which prices may be increased on account of increased costs, and to secure reductions as a result of reduced costs; and
- ☐ to reinforce the control of prices by a control on profit margins, while safeguarding investment.

The control works through allowable costs and through limitation of profit margins. In the case of manufacturing and service enterprises, prices may be increased where allowable costs have increased. These include increases in pay within the pay limits of the Code (subject to a productivity deduction); in materials and fuel; in rent or rates; in certain interest charges; and in certain bought-in services, eg transport.

An "allowable cost" increase must have been incurred after September 30, 1972, and must not have been already reflected in prices. Additionally, for these enterprises, prices must be determined so as to secure that net profit margins do not exceed the average level of the best two of the last five years of account.

In the case of the distributive trades, the control is via gross percentage and net profit margins, which must not exceed the level of an immediately preceding account year. The allowable cost provisions do not apply.

To enable the Price Commission to ensure that the price policy is effectively monitored and implemented, the largest firms are required to notify in advance their intention to increase the prices of the goods they sell and they must submit quarterly reports of their costs, prices and profit margins for scrutiny.

A second category of firms are not required to obtain consent before increasing their prices but are required to submit quarterly reports.

Category three firms are subject to checks but will not be required to either pre-notify or submit reports. However, both these and smaller firms must have regard to the Code.

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With the summer rush just round the corner, it's good business to be prepared.



Wellcome

Wellcome Consumer Division, Crewe Hall, Crewe, Cheshire.

Travel sickness remedies: chemists' own market

By A. F. L. Deeson, MA, PhD, DSc

The market for travel sickness remedies is comparatively small, probably around £400,000 for proprietary products. But by its very nature it is the pharmacist's own preserve and, under present legislation and the existing formulations of the remedies available, it is not in danger of any inroads from other traders.

It is difficult to place a value on the "ethical" products, especially as they are sometimes prescribed for general sickness and vertigo. A greater part of the total volume of sales appears to be on EC10's with only comparatively few sales made direct by pharmacists to customers. However, these products are relatively highly priced and may account for another £2½ million per annum, although only a relatively small percentage of this figure is for the treatment of travel sickness.

All products, whether "ethical" or proprietary, contain ingredients in Part I of the Poisons List and therefore must be sold only under the supervision of a pharmacist. If an anti-histamine, the preparation must bear the standard caution that it may cause drowsiness and if affected one should not drive or operate machinery, a caution which the pharmacist may well feel he should emphasise when selling such products. Other products must bear the customary caution that it is dangerous to exceed the stated dose.

Proprietary products

The proprietary market is split between Kwells (Nicholas Products), Sea Legs (BDH Pharmaceuticals), Marzine and Tranazine (Wellcome Consumer Division) and Joy-Rides (Stafford-Miller).

Kwells claim brand leadership with 34 per cent of proprietary travel sickness remedies and their market share is steadily increasing. For such a product the name is good—easy to remember and evocative of its purpose—and surely a valuable contribution to the product's success.

Kwells are supplied to most of the major airlines on a contract basis for their first aid kits and are standard items on Ministry of Defence survival rafts.

Advertising in this area is modest when compared with many other products and this year Kwells are spending around £10,000 all in "buy lines". Probably Horatio Nelson is the most famous sufferer from sea-sickness and Kwells have used his predicament in the women's Press under the copy line, "Horatio had no stomach for the sea". "They're right for the family," the copy goes, "strong enough for adults, gentle enough for the kids." This year there is a Nelson follow up: "Horatio had a good eye for profitable action (but no stomach for the sea)."

Kwells always consider their target audience to be women with children and, in spite of Horatio, they have concentrated

largely on selling the product for road and rail travel.

Sea Legs is another well established proprietary product, launched about 20 years ago and with strong family appeal. However, in common with other manufacturers, BDH Pharmaceuticals express surprise that the market for travel sickness remedies has not grown more speedily, for undoubtedly the remedies are effective for 99 per cent of sufferers. Just as Kwells is an excellent selling name, one wonders whether Sea Legs suffers from the disadvantage that many would-be customers for travel sickness remedies may think that it is applicable only to sea sickness. This year Sea Legs is not being advertised to the consumer but is supported by pvc window stickers and a vacuum formed unit for the chemist to dispense the product.

Marzine, introduced in the 1940's, is one of the oldest established travel sickness products and its share of the market is probably not far short of Kwells'. Wellcome share the disappointment of other manufacturers that this market has not been more dynamic and suggest that although people travel more these days, car and air travel are smoother and thus less sick-making than previously.

However, this did not prevent them launching Tranazine in 1971 and in the perspective of this market it has been heavily advertised. This year promotional expenditure will be split equally between press and poster advertising and below-the-line display material for the chemist, distribution of which begins in May. Wellcome see Tranazine as particularly suitable for children and while at present it accounts for less than 5 per cent of the proprietary sales there are indications that its share may increase considerably.

Children's product

Joy-Rides, introduced in 1968, is a product designed and packaged specially for children. At the time of its launching it was the first product catering specifically for a child's dosage: it is raspberry flavoured and it is not necessary to break up the tablet for a child, a lead since followed by Tranazine. Packaging is designed for child safety—each tablet is projected by a heavy, tough foil. This year Joy-Rides go on their biggest advertising splurge yet and it will be heavy in relation to the product category. Under the copy line, "If your children are sick of being travel sick give them a Joy-Rides" they will be in *Drive, Woman, Woman's Weekly, Woman & Home, Mother and Family Circle*, mainly with half pages. There is also a free Joy-Rides Identity Card offer with each pack of 12 tablets.

There are about half a dozen "ethical" anti-nauseants, which share the prescription market fairly equally. Of these Dramamine (Searle Laboratories), Avo-

mine (May & Baker) and Phenergan elixir are the best known as travel sickness remedies although they are also prescribed for vertigo, vomiting and sometimes migraine. Some of these anti-nauseants are not recommended for the first trimester of pregnancy and Dramamine is such a product. On the other hand Avomine is advertised and widely used for morning sickness during pregnancy.

Both Dramamine and Avomine are available in packets of 10 tablets for over-the-counter trade; Phenergan elixir is available in an over-the-counter package of 125ml and is particularly suitable for children.

These products are all advertised in the medical and pharmaceutical journals and Avomine has a current bonus offer of 10 for the price of nine packs, effective until June 30.

This, then, is the travel sickness market: small, undramatic when compared with some, without the positive growth that was anticipated a few years back, but one which is steady and, above all, entirely in the hands of the pharmacist.

Be sure you achieve your fair share of this market by displaying the available products prominently (but out of reach of the customer!) at this time of the year and by using your authority and experience to make helpful recommendations to customers about to go on holiday.

Post Scripts

Chinese claim

A plant mixture based on a traditional Chinese formula is claimed to have practically the same efficacy as diphtheria antitoxin in localised pharyngeal diphtheria. The *Chinese Medical Journal* gives details for the production, qualitative requirements and conditions of storage of the mixture which is prepared from certain *Radix* and *Fructus* species—but our assessment of the scientific content of the paper must await enrolment on that Chinese language course we've been promising ourselves!

To absent friends

Annual general meeting: This was held on April 2 . . . As only the president, vice-president, secretary and two committee Members were present, the company was rather at a loss to decide the correct course of action. As there seemed to be no precedent and as we were certainly not representative of the Branch, it was decided to adjourn the AGM and re-convene on May 1 . . . We would be pleased to see as many as possible attending.—Meeting notice from Colchester Branch, Pharmaceutical Society.

J. Wright's twenty-five years of service to NPU

Mr J. Wright, director, NPU Group, was guest of honour at a dinner of the NPU Executive Committee last week on the occasion of his completion of 25 years with the organisation. The newly elected chairman of the Committee, Mr T. I. O'Rourke, presided, and six past chairmen who are no longer serving members, together with senior members of staff, were also present.

Mr Harry Steinman in proposing the toast described Mr Wright as a pharmacist who was regarded by many as a shrewd, tenacious, unwavering fighter for pharmacy and by just as many as the most kindly, likeable, reasonable and understanding of men. He had done so much for every pharmacist in the country. Without his drive, energy and determination the current strength of the Union would have been but a shadow of its present self.

In reply Mr Wright described the tremendous changes that had occurred within the NPU since 1948. The present offices occupied 50 per cent more floor space at Southgate than they had at Queen Square and this expansion had been fully reflected in the range of new services provided. Established departments had also shown appreciable increases in business. For example, Chemists' Mutual Insurance Co had increased its premium income almost nine times since 1948 and this growth was still accelerating; the increase of 1972 over 1971 was nearly as much as the total for the whole year twenty-five years ago. Part of this was obviously due to more costly stocks and buildings but the major part was new business.

Growth in NPU business aids was even

Mr T. I. O'Rourke (right) presents Mr Wright with an electronic carriage clock on behalf of the NPU and a cheque on behalf of members of the Executive Committee and past chairmen to mark his completion of 25 years' service



more striking with a turnover in excess of a quarter of a million pounds in 1972 exceeding by 50 times what it had been immediately before the move to Southgate.

Mr Wright also referred to the development of the marketing company and highlighted the really excellent profit record for the financial year just ended. He paid a special tribute to his wife, Mrs M. M. H. Wright, MPS, who had entertained in their home pharmacists from overseas. Mr Wright also thanked Miss Joan Renton for her support during the past nine years as his secretary.

At a separate function the staff of the NPU, at an informal gathering, had presented Mr Wright with a pair of silver candelabra to mark the anniversary.

The 'phase two' prices code for distributors

The following extract from the Pay and Price Code—phase 2 of the "freeze"—gives details of pricing policy to be operated in the distributive trades.

In the determination of prices for sales within the United Kingdom, wholesalers, retailers and other enterprises engaged in distribution should ensure that their gross percentage margins do not exceed the level of the gross percentage margin in either

- (i) the last complete account year of the enterprise ending on or before April 30, 1973; or
- (ii) a twelve-month period ending between October 30, 1972, and April 30, 1973, for which separate accounts are or can be made available

less in either case an appropriate reduction for the abolition of SET. Where an enterprise has not traded long enough to establish a gross percentage margin under (i) or (ii), the margin for a complete quarter's

trading before April 30 will apply.

For all the purposes of the Code "gross percentage margin" means the aggregate difference between the cost to the distributor of the goods he sells in a period and the value of his sales in that period, expressed as a percentage of the sales value. The difference should be calculated according to the normal accounting practice consistently applied by the enterprise.

In most cases prices determined by distributive enterprises will have to take account of the cost of goods used from stock for sale. Such enterprises should adhere to the practice they have followed consistently for pricing purposes in arriving at such costs and at the relevant gross percentage margins.

Where an enterprise engaged in distribution is making a loss, it may increase prices to cover its costs, notwithstanding the limitation on gross percentage margins.

Where a distributor's net profit margin has exceeded the reference level, or where in the light of interim accounts or other evidence that level is likely, after taking into account of seasonal or other distorting factors, to be exceeded, price reductions should be made. The reductions should be sufficient to eliminate the actual or anticipated excess over the reference level as soon as reasonably possible, and to offset any excess which has already arisen in a period subsequent to April 30 1973. Reductions are however not required in respect of any excess arising in the period up to April 30, 1973.

Where the costs of any goods to wholesalers or retailers rise particularly sharply (that is substantially out of line with the general movement in the price level), the Commission has powers to consult with the trade and to issue guidance.

The Counter-inflation (Price and Pay Code) Order 1973, HM Stationery Office, price £0.21.

Fine Fare open discount drug store

Fine Fare have opened a "Payless discount drug store" in Letchworth, according to an article in *The Grocer* last week.

This self-service store carries 2,800 lines including baby foods, health foods, slimming aids and toiletries and a counter may be installed for cosmetics, cameras and films.

Mr A. K. Sinclair, buying controller, said that if the project is successful it will serve as the prototype for a "store within a store" for Fine Fare superstores. Immediate plans are for about eight stores, with sites as yet undecided. Most of the goods, with the exception of health foods, are being cut-priced by about 1p to 2p, according to Mr Sinclair.

Professional News

Pharmaceutical Society of Northern Ireland

NI Council agrees to retention fee increase

The Council of the Pharmaceutical Society of Northern Ireland, in Belfast on April 19, received a report from the Finance Committee recommending that the annual retention fee to be increased to £12 per annum. For members resident outside Northern Ireland and for those resident in Northern Ireland but not employed for more than 13 weeks in the year a fee of £5 was proposed.

The president, Mr T. I. O'Rourke, said the Committee had given a great deal of thought to the matter before deciding to make the recommendation. At the start of the present financial year the Society had a bank overdraft of £1,600. A certain amount of redecoration of the Society's house had been carried out and some much needed equipment purchased. Attendance at EEC meetings had added greatly to expenditure and there were the usual increases in the general running costs.

It was estimated that the excess of expenditure over income for the present year would be more than £1,000. The Committee felt it was not sufficient that income should just meet expenditure. For many years there had been a bank overdraft and the recommendation, if adopted, would ensure that it disappeared. The Committee had been reluctant to make the increases but could not see any alternative.

Mr Gray said that as a member of the Committee he had agreed with the recommendation for the sake of unanimity. However, he felt that it would be fairer to increase the licence fee and have a smaller increase in the retention fee. The licence was a business expense.

The president replied the Committee had discussed such a suggestion which he thought had been put forward on the assumption that proprietor pharmacists were much better off than other members. In many cases the assumption was incorrect. In addition to that the Society received only one half of the total amount of the licence fees. An increase in the licence fee of £2 would result in the Society obtaining an additional £590 per annum.

The Committee also recommended that the availability of the Society's lecture hall for trade shows be brought to the attention of those likely to be interested and that an approach be made to the Ministry of Health and Social Services to ask for an increased proportion of the amount received by way of licence fees. The recommendations were adopted.

The president said he had just heard with deep regret of the death of Mr Horatio Todd, OBE, FPS, JP, the Society's first president. Only a few weeks previously he had had the pleasure, with the vice-

president and honorary treasurer, of visiting Mr Todd and presenting him with his fellowship certificate. The members present stood in silence as a token of respect.

A letter from the Ministry of Health and Social Services was received regarding the selection of candidates for interview when senior posts in the hospital pharmaceutical services were being filled. The letter stated that in general a panel is selected which represents the employing authority with outside assessor(s) and an officer of the employing authority and the Northern Ireland Staff Council for Health and Welfare Services. The panel after due consideration of the qualifications and experience of the applicants and the terms of the advertisement for the post, select those with suitable qualifications and experience for a short list of candidates whom they consider should be interviewed before an appointment is made.

It was reported that another meeting attended by representatives of the Council and a number of hospital pharmacists had been held on March 20. As a result the preparation of a plan for the hospital service in each of the four areas was being undertaken. A number of these matters had been taken up by the Northern Ireland branch of the Guild of Hospital Pharmacists with the Ministry of Health.

Professor D'Arcy said he could well understand the disquiet felt over the salary

scale for the basic grade pharmacist. He felt the Ministry did not fully appreciate the necessity of making hospital pharmacy an attractive career. The present scale was not likely to induce young graduates.

The secretary, Mr G. Gorman, reported that following the meeting with Mr Patterson regarding the draft of Regulations being made under the Misuse of Drugs Act 1971, he had submitted to the Ministry of Home Affairs the Council's suggestions for amending the drafts. Another draft had been received. After discussion it was agreed to write a further letter to the Ministry asking for clarification on several of the regulations.

It was agreed to refer to the Statutory Committee the case of a member of the Society who had been convicted of a number of charges for breaches of the Poisons Regulations.

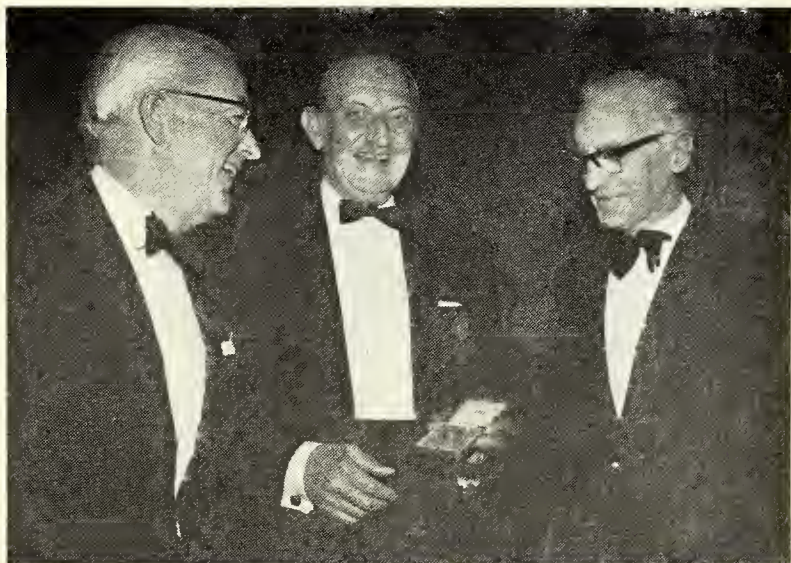
A letter from a member was read undertaking in future not to use the phrase "your health care centre".

The secretary reported that Dr Miller, honorary secretary of the Northern Ireland Branch of the Royal College of General Practitioners had confirmed that Wednesday October 31 would be a suitable date to hold the symposium for his members and pharmacists. Professor D'Arcy said he had had a discussion with Professor Irwin and the names of several speakers have been suggested. The symposium would be held in the Medical Biology Centre, Lisburn Road, commencing at 2.30 pm.

The president said Professor D'Arcy had given his two lectures on drug interactions in Ballymena and in Lurgan. Both were well attended and the members appreciated the opportunity to hear Professor D'Arcy without having to come to Belfast. It had not been possible in recent years to hold many meetings of the branches but he felt that a visit by members of the Council did much good.

Receipt was reported of a number of copies of the consultative paper on District Committees. It was agreed to refer consideration of the paper to the Law Committee.

Mr John S. Curtis (centre) receives the Paper Industry's Gold Medal for 1973. In presenting the award, Mr E. Glanvill Benn, chairman of Benn Brothers Ltd (publishers of *C&D*) stated that Mr Curtis had been selected for the award, presented by *Paper* magazine, in recognition of his outstanding services to the paper and board making industry. He emphasised the leadership that Mr Curtis had given, in his two years as president of the British Paper and Board Makers' Association, during negotiations by the industry and the Government for entry into the EEC and during the BPBMA's centenary year. Mr Curtis is chairman of Thames Board Mills Ltd. Also pictured (right) is Lord Taylor of Gryfe.



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Double celebration and a two-way effort

A 50th anniversary and the inauguration of new administrative headquarters were celebrated by a "family party" last week when Cyanamid of Great Britain Ltd invited "customers, neighbours and friends" to a lunch. Guests were welcomed by Mr Clifford D. Siverd, chairman and chief executive of American Cyanamid Co.

He said Cyanamid of Great Britain Ltd—"CGBL as it is known within the company"—was Cyanamid's first foreign subsidiary and the beginning of the company's worldwide development. "It became the cornerstone of an international business which currently represents more than one quarter of Cyanamid's total sales". Today, CGBL was a major British company with a staff of over 1,000 employees, annual sales over £12 million and with an export business approaching £5 million a year. "It is little wonder that we are taking the time on this, the occasion of CGBL's golden jubilee, to express our admiration and appreciation for a job well done".

Mr Siverd continued "We have been fortunate to have found here a good working relationship with our customers and with the community.

When CGBL was founded in 1923, Cyanamid had crossed the Atlantic to sell mining chemicals in London. All selling and ordering were done in London, but the products were created and manufactured in North America and shipped directly to the customer. Little thought was given to local manufacturing or production abroad. However, in 1948 with the successful introduction of Aureomycin, Cyanamid decided to construct a plant in Wales to package the imported raw materials. This was followed by basic antibiotic fermentation at Gosport. "The years

have proved that this was the right decision. In fact, because of Britain's special trade relationships, CGBL soon became a major exporter. This led to further expansion and new markets."

He praised the loyalty and hard work of its employees, British staff are playing an increasing role in the international headquarters of the company and in many other parts of the world.

After lunch, Mr S. M. Peretz, managing director, CGBL, said there was a lot of discussion about multi-national corporations but for every £100 of US investment in the UK there was £50 UK investment in the US. The most recent figures showed that over 16 per cent of all exports from the UK were made by United States owned companies. CGBL contributed nearly £5 million worth last year.

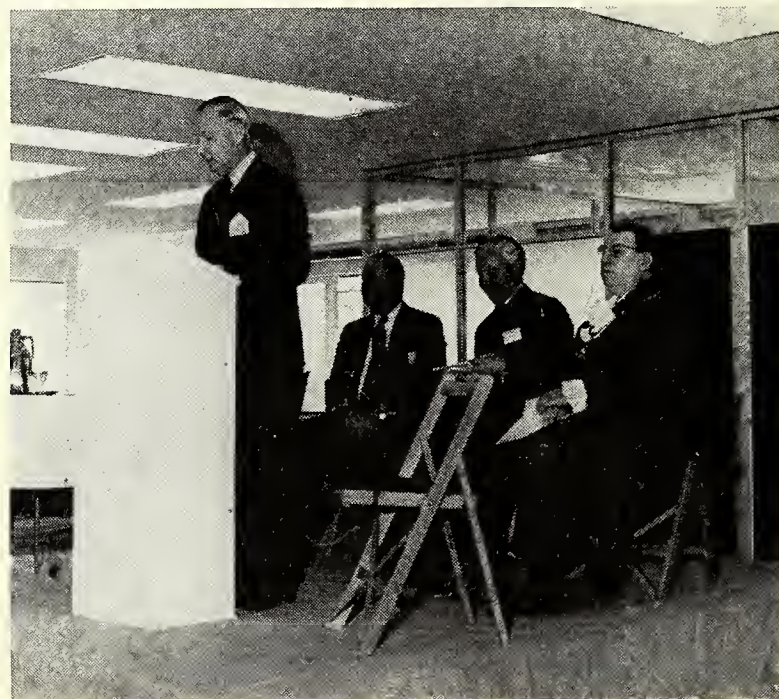
"I am proud of the growth we have made and equally proud of our sales and export achievements, but most of all I am proud of the fact that the development of this business has been a two-way affair with plenty of UK know-how flowing across the Atlantic to match the technological help we have received from the US."

Pharmacists to speak on homoeopathic medicines

Pharmacists will be among the speakers at the 28th International Congress of Homoeopathic Medicines in Vienna, May 28 to June 2.

Together with doctors, dentists and vets from many countries including France, Germany, Greece, Roumania, USA, South America and the UK, they will deliver papers on aspects of homoeopathic medicine.

Mr Clifford D. Siverd (left), chairman American Cyanamid Co, welcomes guests to the celebration. Pictured (left to right) are Mr G. W. Russell, senior vice president, American Cyanamid Co, Mr Michael Peretz, managing director, Cyanamid of Great Britain Ltd, and the Mayor of Gosport, Alderman R. A. Kirkin.



Letters

AA' free films

With reference to the "AA" members free film service, I have in fact sent for and received one of their films size 126, and the following points may be of interest.

□ Only 12-exposure film is sent, so in the long run a member will spend more money over a period than if he used 20-exposure film, because the developing charges are equal.

□ The member is being "conned" into paying £1.79 for Gold Star Service, which only gives priority, thus into paying more than the normal chemist price.

□ The ordinary price is £1.59, a saving of only 6p for processing.

□ There are two additional contact prints as a small advantage.

□ A member on holiday would only be able to use one film, as the replacement presumably takes some days to come.

I suggest that every pharmaceutical member of the AA sends for a free film which on receipt can then be examined and destroyed. This may take a little "gilt off the ginger bread" as far as AA profits are concerned.

Leslie S. Bellamy
Chelmsford, Essex

Cosmetics restriction

I would like to join H. J. Silver in his protest (April 21, p519) against the policy of Messrs Max Factor, to restrict certain of their products to selected agents. In a recent edition of the *C&D*, a new range of hypoallergenic products made by Max Factor was reported to be available. I wrote to the firm expressing an interest in the cosmetics and their minimum order requirements. The reply from the direct sales department was to the effect that the range of cosmetics would be available to a small number of selected outlets only.

It would appear that some cosmetic firms are advertising a deliberate policy to restrict certain lines to the large multiples and stores, thus creating difficulties for the small independents to compete with the "High Street giants".

This is a restrictive practice, which plays into the hands of such firms as Avon home sales cosmetics. These firms realise

the benefit of keeping their products constantly in the public eye, by employing large numbers of agents to promote their cosmetics and in consequence become top brand leaders.

Mrs D. Shepherd
Pocklington, York

Apology

In *Chemist & Druggist* April 28 I wrote an aggrieved letter at what I took to be an arrangement between Elizabeth Arden Ltd and Boots. I am now persuaded that I was wrong in my assumptions.

In fact, as I am told I shall now get the Arden agency, I gladly take this opportunity to apologise for my remarks to both of these firms.

D. Ross
Bourne, Lincs.

Coming events

Monday, May 7

Brighton and Hove Branch, Pharmaceutical Society, Langfords Hotel, Third Avenue, Hove, at 8 pm. "Discussion of branch representatives' motions".

Enfield Branch, Pharmacists' Association, Postgraduate medical education centre, Chase Farm Hospital, at 7.45 pm. Annual meeting.

Society of Cosmetic Chemists, Grand Hotel, Eastbourne. Joint symposium with British Society of Perfumers on "Recent advances in perfumery", until May 9.

Stockport Branch, Pharmaceutical Society, Alma Lodge Hotel, Stockport, Cheshire, at 8 pm. Annual meeting.

Tuesday, May 8

Croydon Branch, Galen Group, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Mr R. Bemrose on "Toys through the ages".

Doncaster Branch, Pharmaceutical Society, Rockingham Arms Hotel, Bennethorpe, at 8 pm. Annual meeting and buffet supper.

Isle of Thanet Branch, Pharmaceutical Society, Endcliffe Hotel, Margate, at 7.45 pm. Slides on "History of Thanet".

Leeds Branch, Pharmaceutical Society, Golden Lion Hotel, Leeds, at 7.45 pm. Annual meeting followed by talk on "The general sale lists" by Professor A. M. Barrett.

Liverpool Branch, Pharmaceutical Society and Chemists' Association, Adelphi Hotel, Liverpool, at 8 pm. Annual meeting.

South East Metropolitan Branch, Pharmaceutical Society and Chemists' Association, Medical centre, Lewisham Hospital, London SE13, at 8 pm. Film evening and annual meeting.

Worthing and West Sussex Branch, Pharmaceutical Society, Youth centre, East Street, Littlehampton, at 8 pm. Annual meeting and wine and cheese party.

Wednesday, May 9

Swansea and West Glamorgan Branch, Pharmaceutical Society, Dragon Hotel, Swansea, at 7.45 pm. Annual meeting. Also film show and buffet by Messrs Roche Products Ltd.

Market News

Chemical prices to rise

London: May 2: With the commencement of phase two of the Government's prices and wages policy it is generally believed that prices of a number of pharmaceutical chemicals will be raised shortly starting with salts of metals. Sodium potassium tartrate is dearer by £20 metric ton.

Among crude drugs aconite and lemon peel were sharply advanced. Also dearer were cassia *lignea*, gentian root, Brazilian menthol and turmeric.

Eucalyptus oil was quoted higher for forward delivery. Higher also were bois de rose, clove leaf, lemongrass and petit-grain. Spearmint on offer from China after an absence brought spot rates down.

Pharmaceutical chemicals

Magnesium carbonate: Heavy £192; light £184 per metric ton.

Magnesium hydroxide: BPC £560 metric ton.

Magnesium oxide: BP (per metric ton); light £560; heavy £890.

Magnesium peroxide: £50/kg lots 23-25 per cent £0.59 kg.

Magnesium sulphate: BP from £42 metric ton exsiccated £75-£80 ton, ex works.

Magnesium trisilicate: £470 metric ton.

Sodium potassium tartrate: £315 per metric ton.

Zinc carbonate: BPC 25-kg sacks £0.25 kg.

Zinc chloride: Granular 96-98% £140 metric ton.

Zinc sulphate: Heptahydrate £54 metric ton.

Crude drugs

Aconite: Spot £1,250 metric ton; £1,200, cif.

Balsams (kg) Canada £4.50 nominal; shipment

£4.35, cif. **Cobalba**: BPC £1.20 Para, £0.90. **Peru**:

£2.00, £1.95, cif. **Tolu**: BP £1.70, spot.

Cassia: *Lignea*, whole £1,200 metric ton, cif.

Cinnamon bark: Seychelles £470 ton, cif.

Cloves: (cif) Madagascar £1,620 ton; Ceylon £1,792; Zanzibar £1,780.

Gentian: Root £550 metric ton spot; £530, cif.

Lemon peel: Spot £580 metric ton; £560, cif.

Menthol: (kg) Chinese spot £6.40; shipment £8.30, cif. Brazilian spot £3.85; £3.75, cif.

Pepper: (ton) Sarawak black £470.50; £425, cif.

White £640; £615, cif.

Quillaja: £900 metric ton nominal.

Turmeric: Madras finger £270 ton, cif.

Essential oils

Bois de rose: £6.70 kg spot; £6.20, cif.

Camphor white: Spot £0.50 kg; £0.42, cif.

Citronella: Ceylon spot £1.65 kg; £1.25, cif.

Clove: Madagascar leaf £2.00 spot; no cif. English

lemongrass: £3.00 spot; £2.65, cif.

Peppermint: (per kg) *Arvensis* Chinese spot

£2.80; forward £2.90. Brazilian £1.65 spot; £1.57½,

cif. American piperata from £6.65, cif.

Petitgrain: £6.40 kg spot; £6.20, cif.

Spearmint: Chinese £7.00 spot; £5.75, cif, Nov-

Dec. American £5.90.

ORALCER

SLOW RELEASE F
PELLETS O R MOUTH ULCERS

VITABIOTICS LTD., (Incorporating Antibiotics and Vitamins Ltd.),
1, Beresford Avenue, Wembley, Middx. 01-903 5541.

A. NELSON AND COMPANY LIMITED,
73 DUKE STREET, LONDON, W1M 6BY
Telephones 01-629 3118/3119/3205

Specialists in Homoeopathic Pharmacy

Automatic telephone answering service available when
the Pharmacy is closed

MANCHESTERS BIGGEST TRADE WAREHOUSE

barons

4 ROCHDALE RD. MANCHESTER 4

OPEN SUNDAY 9am 'til 2pm LATE NIGHT THURSDAY 'til 8pm
DAILY 9am 'til 6pm CLOSED SATURDAYS

telephone: **061-832 9081**

SAVE £85.50

**£285,000 OF ELECTRONIC
ADDING MACHINES CALCULATORS
AND CASH REGISTERS**

ALL HIGH QUALITY BRAND NEW & FULLY GUARANTEED

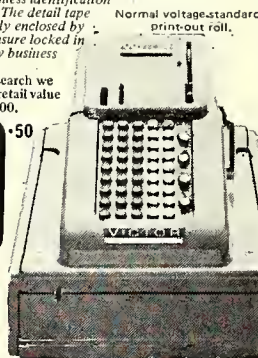
**SAVE OVER
HALF-PRICE**

WE ARE NOW ABLE TO OFFER THESE STOCKS
DIRECT TO THE TRADE DUE TO THE
LIQUIDATION OF THE DISTRIBUTION FIRM OF
THIS FAMOUS AMERICAN MACHINE COMPANY

VICTOR CASH REGISTER

The measurements of this cash register: 10 1/2" high, 12 wide by 15 1/2" deep. The features of this machine are: Registers £999.99, its total capacity for use as an adding machine totals to £9,999.99. Four designation keys provide department or clerk identification, charge received on account and paid out may be identified by use of "Z" symbol, cash sales accumulate in locked-in cash register total for the day, ensuring strict accounting for all money received from cash sales. This machine is not operative for security reasons unless identification button is pressed. The detail tape which is completely enclosed by hinged cover to ensure locked in protection of daily business records. After intensive research we have assessed the retail value in excess of £140.00.

£49.50



VICTOR CUSTOM 75 ELECTRIC MODEL CALCULATOR

The features of this machine include: Standard size print out roll; Multiplication; Addition; Subtraction; Sub and Grand Totals; Electrified Total Transfer which automatically reprints the answer to any multiplication, addition or subtraction problem. The Rec. Retail Value of this machine was £125.00

OUR SPECIAL OFFER - ONLY

£39.50 **£49.50**

This same machine with a division facility - Only

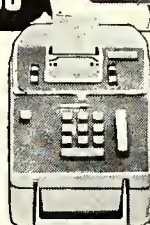
THIS MACHINE CARRIES THE VICTOR MANUFACTURERS FULL GUARANTEE!

SEND CHEQUE or POSTAL ORDER with ORDER

SAVE £90.50

BARONS TRADE WAREHOUSE
4 Rochdale Road Manchester 4

PERSONAL
CALLERS
WELCOME



With 12 months guarantee! No postage required!

VICTOR TALLYMASTER ELECTRIC ADDING MACHINE

This totals up to £1,000,000 less 1p and is a compact machine. Size: 13" x 6 1/2" x 6 1/2". It has a retractable carrying handle and the case is built from a high impact material. The features of this machine are: Adds, subtracts, multiplies and grand totals electronically and prints out on detailed roll which can be used as a cash register.

Recommended retail value of this machine is in excess of £40.00. OUR SALE PRICE OFFER which includes a full 12 months Guarantee is

SAVE £20.05

£19.95 No postage required!

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London, EC4 3JA.
Telephone: 01-353 3212.

Headings All advertisements appear under appropriate headings.

Screen 100.

Display £5.00 per single column inch, minimum 1 inch (1" x 1 1/3"). 1/4 page (4 1/8" x 3 1/2") £45.00. 1/2 page (4 1/8" x 7" or 10" x 3 1/2") £80. Whole page (10" x 7") £140.00

Lineage £0.40 per line, minimum 5 lines @ £2.00.

Box Numbers £0.25 extra.

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

Copy date 4 pm Tuesday prior to publication date. Advertisements should be prepaid.

Publication date Every Saturday.

Circulation ABC January/December 1972 14,992.

Hospital appointments

READING & DISTRICT HOSPITAL MANAGEMENT COMMITTEE

Pharmacy Technician
(£1,041—£1,425)

for posts in new pharmacies offering wide experience in all sections of the departments including Sterile Products Department and Quality Control Laboratory. Accommodation available.

Senior Pharmacist & Pharmacist for posts in new pharmacies serving mixed group of 15 hospitals. Experience in Ward Pharmacy Service, Sterile Products Dept and Quality Control Laboratory. Accommodation available.

Further details from Mr. E. A. Burton, Group Pharmacist, Royal Berkshire Hospital, Reading. Tel: Reading 85111, Ext. 448 to whom applications should be sent

ILFORD AND DISTRICT HOSPITAL MANAGEMENT COMMITTEE GROUP PHARMACY

Deputy Chief Pharmacist
V (Group)

Salary scale £1,920/2,340 p.a. plus £126 p.a. London Weighting. Applications to the Group Secretary, King George Hospital, Eastern Avenue, Ilford, Essex.

Business for sale

SMALL TOILETRY MANUFACTURING COMPANY with valuable freehold premises close to main line termini and City, holding first class Continental Agency capable of considerable development, is interested in possible outright sale or other proposals. Principals only to:
Box No. 2134.

FOR SALE—Lancs. area. Shop of recently modernised fixtures and fittings. Wall fixtures, 6ft show counter, window fittings and shelves and complete dispensary fittings. Apply George, Orridge & Co., Harley Buildings, 11 Old Hall Street, Liverpool 3. Tel: 051-236 7523.

For Sale

ONE SIZE TIGHTS. £1.10 per dozen, slightly imperfect. Perfects from £1.40 per dozen. Minimum order £12 overall. Tax paid. Carriage free. Price List, Edward Kaye Ltd., Coventry House, South Place, London, EC2.

DEFERGEL For premature ejaculation

Retail 82p per tube.
Wholesale £2.75 carton of 6.
Post paid c.w.o. from:
LLOYD'S SURGICAL DEPT. LTD.
COMMERCIAL RD., PORTSMOUTH PO4 8YU
Showcard free on request

Shops to let

EX PHARMACY now Drug Store Dispensary intact Main Road N.W. London near 3 surgeries. Rent £500 p.a. 7 year lease £1,250 S.A.V. Box No. 2136.

Please address Box No. replies to:
Box No. Chemist and Druggist
25 New Street Square, London EC4A 3JA.

Classified advertisements

Situations vacant

CHIEF CHEMIST

University graduate with approximately 5 years' industrial experience required — age limits 28-45 years. Experience in the surfactant field, together with experience of soaps and toiletries preferred. This is a permanent position in a fast moving world-wide expanding company with executive offices and plant located in Maidenhead, Berkshire. Work covers routine analytical checks through to development of new products. The laboratory has a staff at the present time of 3 Chemists.

Salary in the range of £3,000 per annum plus staff bonuses. Life Insurance and Pension Scheme. Apply to:—

Mr. A. F. Toe,
Director,
Cuticura Laboratories Ltd.,
Cordwallis Estate,
Maidenhead,
Berkshire.

owing to re-organisation and internal promotions

SANDOZ PRODUCTS LIMITED

OFFER A CAREER OPPORTUNITY FOR A

PRODUCTION PHARMACIST

The Job: The successful applicant, who will report to the Production Manager, will be responsible for the manufacture of a variety of Pharmaceutical Products. Initiative is required in the instigation and evaluation of new production techniques.

Qualifications: Young man, aged approximately 24 to 25 with pharmaceutical qualifications and two to three years general production experience

Good salary commensurate with experience, qualifications and ability. First class modern environment with quick access to Leeds, Bradford, Harrogate. Normal fringe benefits available.

Apply in writing giving brief details of present position and salary to:—

Mrs. A. Aldridge, Personnel Officer, Sandoz Products Limited, Calverley Lane, Horsforth, LEEDS. LS18 4RP

ARE YOU A SUCCESSFUL SALES AGENT?

- who represents dynamic principals
- selling highly competitive products (cosmetics, toiletries, sundries)
- in London and the Home Counties

Are you the sort of person who is rarely satisfied with his sales performance? If so we can make you an exciting and profitable offer.

For details write to Box. No. 2133.

INTERNATIONAL PERFUMERY HOUSE OWING TO FURTHER EXPANSION WE NOW REQUIRE REPRESENTATIVES FOR THE FOLLOWING AREAS - WALES, SCOTLAND, MID- LANDS AND THE SOUTH

Excellent salary. Sickness benefits, Pension Scheme etc. Car and all normal expenses.

Candidates should have some experience of calling on Chemists and Department Stores and preferably be under 30 years of age.

Please apply to Box No. 2137

CARDINELLI BEAUTY PRODUCTS require female representatives in all areas to sell in their Eyelashes and Bathroom Cosmetics. Car owners apply Mr E. Levy, 339, Green Lanes, Haringey, London, N4.

MAWS LIMITED

Maws, a member of the Norcros Group, and makers of the well known baby products are looking for ambitious young men who are anxious to make a career in selling with a progressive expanding company. A company car is provided and we operate a non-contributory pension and life assurance scheme.

EXPERIENCED SALESMEN

Required immediately for territories covering Kent, S.E. London, N. London.

Is this you?

1. Are you ambitious?
2. Want a good starting salary plus sales incentive earnings?
3. Are you capable of earning £2,000 per annum or more?
4. Have you a proven sales record?
5. Live in Kent, S.E. London or N. London?
6. Age 24-34?

DEVELOPMENT/RELIEF SALESMEN

Required immediately for the following regions:— N.W. England, Scotland/N.E. England, Midlands.

Are you interested in:—

1. Being trained to sell to Retail Chemists?
2. Developing your career with a progressive marketing company?
3. A starting salary of up to £1,600 per annum, depending on experience and qualifications?
4. A company car being provided?

Are you:—

5. Single?
6. Age 22-26?
7. Willing to work away from home Monday-Friday if necessary?

Interested? Ring Mrs. Decent 01-449 5555 (Reversing the charges) for further details.

SALESMAN

South London, Sussex, Hampshire

We are medium size expanding independent manufacturer of proprietary medicines and generics. We seek a Salesman to build profitable business through chemists and wholesalers in the above areas. The man we want will already be well established and capable of operating successfully with the minimum of supervision. We offer a generous basic salary, operate a commission scheme, provide a company car and meet all direct expenses. Fringe benefits are attractive. Apply now with relevant details to Marketing Manager, Box No. 2139.

Wanted

URGENTLY REQUIRED, all items connected with old-fashioned Pharmacies—Runs of drug drawers, shop rounds, jars, etc.—Telephone Ashstead (Surrey) 72319 or write Robin Wheeler, 'Maplehurst', Park Lane, Ashstead, Surrey.

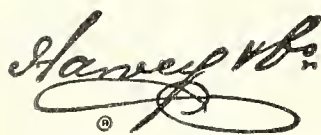
WANTED: Surplus cameras, enlargers, cine-cameras and projectors, photographic equipment of every description. Surplus and outdated film and paper, large or small quantities. Phone, write or call. Spears, 2/10 Shudehill, Manchester M4 2AL. Telephone: 061-834 9432 (5 lines). Barkers: Midland Bank Ltd.

Situations wanted

LOCUM AVAILABLE for part-time work in or near any S. Coast resort. Two weeks from 13 August 1973. Please state if any accommodation available. Box No. 2138.

**Please mention C & D
when replying
to advertisements**

Miscellaneous



HARVEY'S PREPARATIONS

- ★ Aconite powders
- ★ Worm and condition powders
- ★ Embrocation (curb bottle)
- ★ Red lotion
- ★ Hair restoring ointment for the treatment of horses

CHAVE and JACKSON (Hereford) LTD.

6 and 7 Broad Street,
Hereford

Sole importing agents for
Harvey's and Reducine Products
in Great Britain and Northern
Ireland

FASHION JEWELLERY can be a most lucrative additional line. Choose from our huge stock of rings, pendants, bracelets, brooches, earrings, cuff links, watch straps, lighters, etc. Full displays all marked with retail prices, Inc. VAT, if required. Write to R. F. Vernon, 36 Roman Road, Birstall, Leics., to bring our stock to your shop. Or phone Leicester 675327.

Home Beer and Winemaking A new Wholesale service.

Send for our FREE 28-page
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Jodez (Manchester) Ltd.
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Largest and most exclusive
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rings (all types), Hair-Orna-
ments, etc. Limited quantity of
clearing lines available, parcels
from £5.00 and upwards.

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ALL WORK AND NO PLAY?
... then how about a low
cost, high profit making
investment without tiresome
stock, staff, debts or paper-
work ... all takings in
CASH! ... designed to fit
quickly into a small space
in your existing premises.
A Mini Launderette ... the
perfect little 'money spin-
ner' for ANYWHERE without
a Laundry.

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White Lion House,
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Telephone: Hatfield 67314

FULLY FASHIONED BABY PANTS

Small, medium, large, ex-large.
White and colours.

NYLON BABY PANTS

Plastic lined. White and colours.

TIE PANTS

Also Cotsheets, Plastic Blbs in
plain and nursery print.

Made in England.

A. & H. HEYMAN
Horndale Avenue, Aycliffe
Industrial Estate, Co. Durham
Telephone: Aycliffe 3307

Notices

J. A. Cathcart, Auctioneer & Valuator Merchants House Buildings, 7 West George Street, Glasgow, G2 IBA

Wholesale Chemists Sundries Ltd. (in liquidation) at 96
Milnpark Street, Glasgow.

On Tuesday, 22nd May, 1973 at 11.00 am.

Public sale of:

toiletries, hardware, stationery, patent medicines and
sundries and office furniture. (Sold per instructions of
W. M. Brownlie, Esq., C.A., Messrs. Fraser, Lawson &
Laing, C.As., 53 Bothwell Street, Glasgow G2 6TQ.)

Large quantities toilet soap, bath crystals, bubble bath,
Radox, toothpaste, shaving cream, after shave, talc, hair-
spray, shampoo, deodorants, hand cream, baby cream and
oil, combs, hair slides, rollers, toothbrushes, razor blades,
toilet rolls, tissues, kitchen rolls etc.

Andrews Liver Salts, Milk of Magnesia, Eno's, Vick, Alka-
Seltzer, head powders and tablets, TCP, Epsom Salts,
Bicarb., Hermesetas, Elastoplast, bandages, cotton wool,
first aid outfits, disposable napkins, liners etc.

Pencil cases, pencils, ball pens, pen sets, sharpeners,
rulers, doyleys, paper napkins, crepe paper, confetti, cake
cases, playing cards, writing pads, envelopes, postcards,
note books, exercise books, labels, Scotch Tape, chalk,
twine, needles, pins, balloons, parcels paper bags.

Shoe polish, furniture polish, cleaners, disinfectant, air
fresheners, poly products, hand cleaner, oil, cooking foil,
J Cloths, mops, scrubbing brushes, adhesives, lighter fuel,
cigarette lighters, fishing nets, elastic, thread, belts, braces
etc.

Toshiba 1414 calculator, typewriter, safe, filing cabinets,
desks, counters, sack trucks etc.

(To be sold in lots to suit retailers and wholesalers). On
view Monday 21st May, 10.00 am-4.00 pm. Catalogue from
Auctioneer.

BY AUCTION

J. A. CATHCART
AUCTIONEER — 041 248 6939

WILL ALL those firms having dealings
with Mr W. P. Richards, 12 Church
Street, Silverdale, Newcastle, send
all correspondence to 3 Chester
Crescent, Newcastle, Staffs., as the
Silverdale business is now closed.

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ASK THE Trade Valuers Institute for
list of Members and be assured of
competent Valuers. Prospective Mem-
bers apply to T.V.I., 180 Main Rd.,
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**Low Cost
Unit
Shopfronts
600 Designs**

**Take
36
Months
To Pay**

- * In Anodised Aluminium
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- * Available from stock
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on most sites

UNIT SHOPFRONTS LTD
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RAW MATERIALS and Formulae for
manufacture of Perfumes, Herbal
Medicines, and Toilet Products. £200
o.n.o. KOFFLER, 7 Newlands Drive,
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**Please mention C & D
when replying to advertisements**

SHOPFRONTS and interior fittings
by Chemist Specialists. WARWICK
SHOPFITTING, 20 Rudd Street,
London, SE18 6RS. Tel: 01-854,
0343.



Easily the best way
to enjoy a quick profit

Display and sell
UNICAN

concentrates for winemaking and home brewing

1973 is going to be a bumper year for over 1000 Chemists who already sell Unican concentrates. A national promotion campaign in mass-circulation journals is certain to increase demand still further.

Unican for beer retails from only 52½p to make two gallons; Unican for wine, 78p to make a gallon. All the customer adds is the yeast provided, sugar and water. All you have to do is mount the Unican display cases in a prominent position – they're very compact – and wait for results. It's a big and growing market, with profits to be made – a full 33⅓% from Monks'.

Unican is obtainable from leading pharmaceutical wholesalers or direct from Monks' Home Brews Ltd.

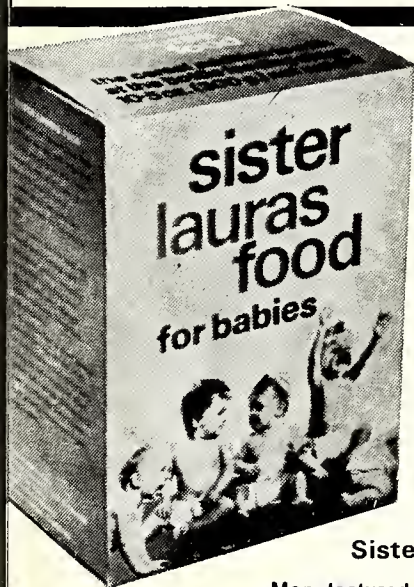
Display cases available only from:

Monks' Home Brews Ltd.,

Nordrach House, Staple Hill, Bristol BS16 4QF.

The Associated Company of Grey Owl Laboratories.

When mothers of 'difficult'
babies seek your advice...
suggest
Sister Lauras



The simple cereal content is purposely NOT fortified with added minerals or vitamins therefore it can be given with 'other' foods, (this could give you even more profit!). A simple, honest food that encourages healthy babies, quiet nights, happy days. From all wholesale chemists.

sold only through chemists *

Sister Lauras food for babies

Manufactured since 1920 by Sister Lauras Infant & Invalid Food Co. Ltd., Bishopbriggs, Glasgow

G64 1PF. Distributing agents for the Republic of Ireland, May Roberts Ltd., Grand Canal Quay, Dublin 2.



Don't let 'em
go away without their

Acriflex
The Antiseptic Cream
that soothes and heals

... not just the finest sunburn remedy
you can sell ... the ideal antiseptic
cream for the family holiday.

Acriflex takes the sting out of blisters, severe
sunburn and skin irritations. Acriflex also
protects from infection and helps rapid healing.
Acriflex contains Aminacrine hydrochloride
BP 0.1% in a cold cream base.



Acriflex is a Trade Mark of
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The fastest gun in town!



Pitney Bowes 'Repeater' the Labelling Gun that's quick on the draw, deadly accurate and unbeatable at the price!

FAST! Sticks 100 labels a minute to cut pricing time in half!

SECURE! Labels won't come unstuck and special tamper-proof feature ensures no switching!

VERSATILE! Labels will stick to anything! You name it - we can label it!

And that's not all. The Pitney Bowes 'Repeater' is virtually unbreakable - it's been designed that way.

It has a simple DIAL-A-PRICE feature for quick changing and a speedy ink-roller replacement.

It carries a full guarantee and, remember, Pitney Bowes has the best service and supplies back-up team in the business.

I want to get to know the fastest gun in town!
Please send me more details.

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Company _____

Address _____

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CD/L/2



Pitney Bowes

Pitney-Bowes Ltd., The Pinnacles, Harlow, Essex. Harlow 26731.